

Southern HARDWARE

APRIL
1955

In this issue
SPECIAL FEATURES
ON THE WHOLESALE
HARDWARE TRADE

Including the SOUTHERN FARM EQUIPMENT section

New Irwin 2-way sales-maker

- (1) 13 fast-selling 62T auger bits
- (2) with Sell-O-Bit metal display

Gives you a full-time auger bit salesman in only inches of space

A product well displayed means extra sales. So put Irwin's 2-Way Sales-Maker to work in your store. You get a sturdy metal Sell-O-Bit display. You get an open stock assortment of 13 Irwin 62T Auger Bits — America's best known and fastest-selling. And all for a modest \$9.93 investment. The retail value is a healthy \$14.90 which means a good profit for you.

Irwin's Sell-O-Bit Display screws on in a jiffy. Requires only inches of space to mount. Securely holds 13 Irwin Auger Bits, sizes $\frac{1}{4}$ to 1", with special spring-steel clips. Shows hole sizes for easy selection by clerk or customer. Order several Irwin 2-Way Sales-Makers today. Put them to work at all key traffic points in your store. And while you're at it — order some extras for over-the-counter sale, too. You'll need them.

Order from your Irwin jobber today
Stock No. D-13

2-Way Sales Maker includes 13 Irwin 62T Auger Bits and metal Sell-O-Bit Display. Packaged in one carton.

Auger Bit Assortment includes Irwin 62T sizes $\frac{1}{4}$, $\frac{5}{16}$, $\frac{3}{8}$, $\frac{7}{16}$, $\frac{1}{2}$, $\frac{9}{16}$, $\frac{5}{8}$, $\frac{11}{16}$, $\frac{3}{4}$, $\frac{13}{16}$, $\frac{7}{8}$, $\frac{15}{16}$, 1 inch. Fast selling sizes.

Retail Value: \$14.90 per 13 bit 62T assortment.

Dealer Cost: \$9.93 for both Irwin's 13 bit 62T assortment and new Sell-O-Bit display. A neat \$4.97 mark-up for you for each assortment.

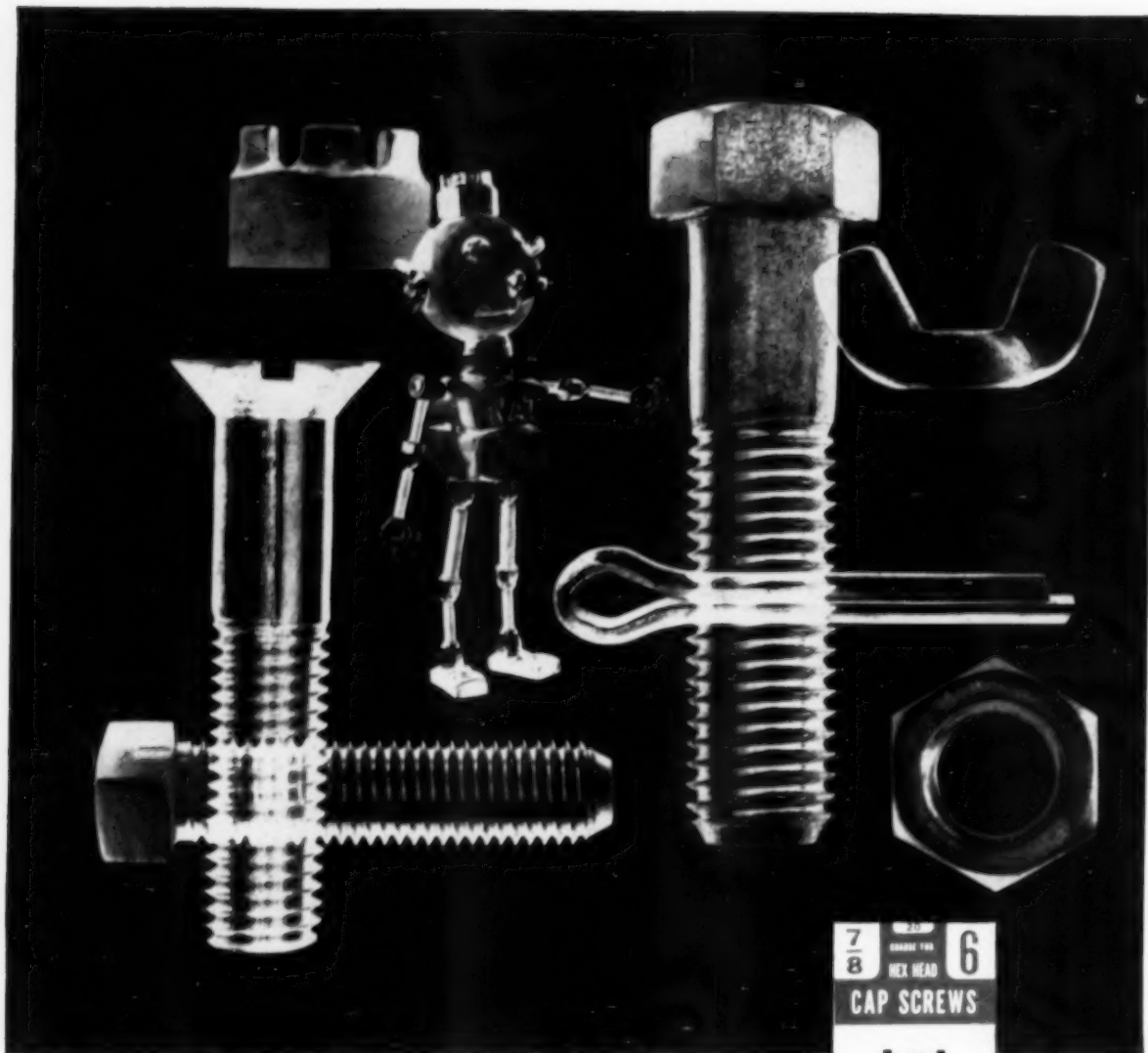


only **\$9.93**

IRWIN

the original solid
center auger bit
•
screw drivers
screw driver bits

THE IRWIN AUGER BIT COMPANY
Wilmington, Ohio, USA



STANDARDIZE ON "NATIONAL" ... for highest fastener quality

National maintains *rigid quality control* throughout the production of its most complete line of fasteners. In this way, you are assured of selling fasteners that are uniform in performance and in quality. And, National fasteners come in bright packages ... with easy-to-read labels for quick and easy identification. For over 60 years, National has maintained a reputation for the *best* in headed and threaded fasteners.

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave. • Los Angeles 22, Cal.

$\frac{7}{8}$ 100 6
HEX HEAD
CAP SCREWS

$\frac{7}{16}$ 100 20
STEEL
WING NUTS

1 25 8
REG. SEMI-FIN

1 25 14
CASTELLATED

1 125 2 3
4 STEEL 2 4
EXTENDED PRONG
COTTER PINS

Set Screws
Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws
Stove Bolts
Carriage Bolts
Lag Bolts
Machine Bolts
Cotter Pins



Fasteners



Hodell Chains



Chester Hoists



TIPS FOR YOUR CUSTOMERS ON LAYING STORMPROOF



Chances are you've noticed that the man who does his own work prefers materials that are easy to work with. In the case of Stormproof galvanized steel roofing, you should have no trouble selling him on the convenience features.

Any man can appreciate, for instance, that Stormproof's full width of 26 $\frac{1}{8}$ in.



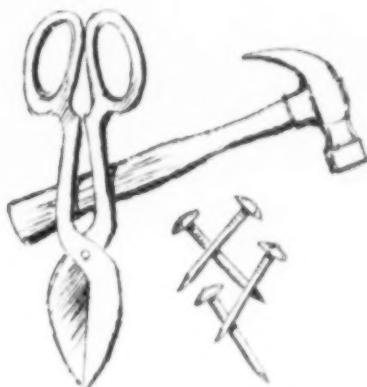
is comfortable to handle, even on windy days. At the same time, you can assure him that its covering width of 24 in. keeps the job moving at a good rate.

He may be pleasantly surprised when you tell him that Stormproof actually needs less nailing than other materials. Nails can be driven on 8-inch centers, and only along sidelaps. End-lap nailing

is rarely necessary—one of the advantages of sturdy steel.

He'll have no seams to worry about, nor any battens or sticks. Sturdy reinforcing ridges, plus a slight pressure angle along one side, force the entire sheet to hug the roof.

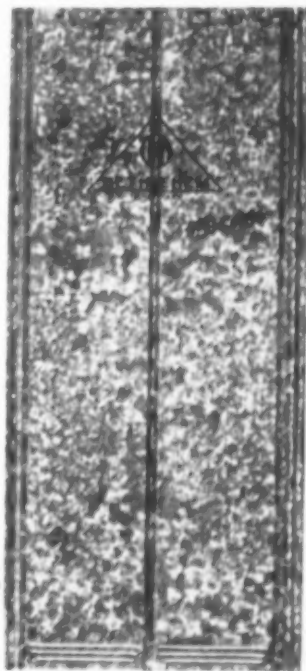
Tools? Hammer and shears are all he'll need, and sometimes even the shears can be dispensed with. Fastenings? The best are Bethlehem Non-Leak roofing nails with self-capping or umbrella-type head. There's nothing difficult or tricky about installing Storm-



proof. You can fasten it down just as readily as roofing made of other materials.

But easy installation is only part of the Stormproof story. Be sure to remind your customer that the tight zinc coating gives lasting protection against the elements. That Stormproof's double-drain side-lap and dry end-lap will shut out moisture and keep interiors dry. That galvanized steel puts up a clean, trim appearance he can be proud of.

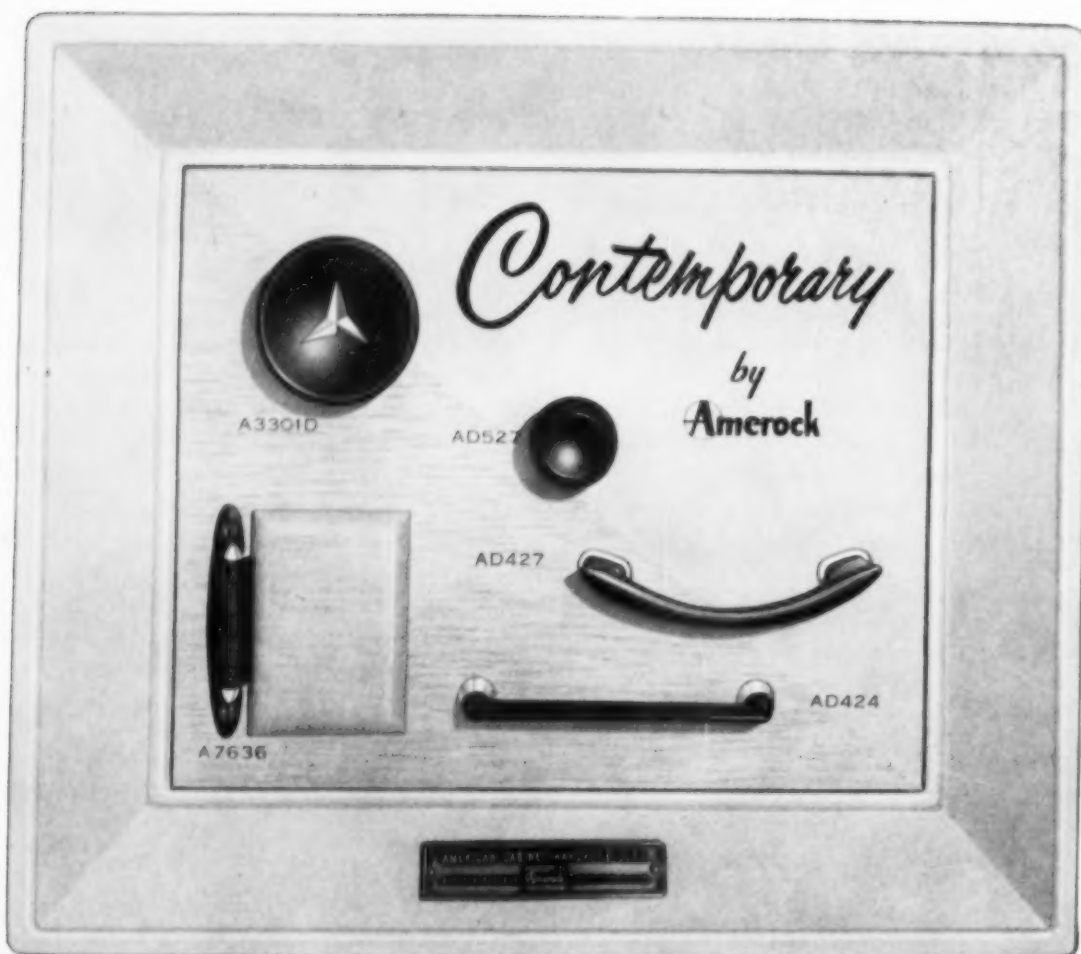
Price, of course, is something that's close to his heart. And, after hearing Stormproof's many advantages, he may find its low cost hard to believe... but not hard to take!



BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

STORMPROOF COVERS THE SOUTH



FREE DISPLAY WITH NO. 5500 INTRODUCTORY STOCK

Amerock's newest... "Contemporary"

Ebony black with gleaming gold finish accents... for a touch of elegance in the best of taste. Beautifully in key with contemporary furnishings and accessories... a stunning addition, in fact, to any room in the home. Easily installed on old or new cabinets, furniture, or built-ins.

Quantity	No. and Description	Retail Value
1 doz.	AD424 Pull.....	\$ 7.80
1 doz.	AD427 Pull.....	6.60
1 doz.	AD527 Knob.....	6.00
1/2 doz.	A3301D Knob.....	3.90
1 doz. pr.	A7636 Hinges.....	9.00
1 doz. pr.	A7663 Hinges.....	9.00
	Picture Frame Display.....	FREE
	(Retail Value of Mounted Hardware \$2.35)	

TOTAL RETAIL VALUE.....	\$42.30
DEALER COST.....	25.38
DEALER PROFIT (on stock).....	\$16.92

No. 550 Display Only
Shipping weight complete 14½ lbs.
List Price \$3.90... Dealer Cost \$2.34, Shipping weight 2¾ lbs.

Another
first by
Amerock

AMERICAN CABINET HARDWARE CORP.,
ROCKFORD, ILL.

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 124

April, 1955

No. 4

T. W. McALLISTER, *Managing Director*

RALPH E. KIRBY, *Editor*

FRANCES A. KELLY, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*
(1305 National City Bldg., Dallas, Texas)

O. A. SHARPLESS CHARLES E. SMITH J. A. MOODY
General Manager Business Manager Production Manager

CONTENTS

Business Trends	46
Hardware Industry News	48
Spotlight on Distribution	63
The Attack on Prices	65
Sporting Goods—Major Line or Side Line?	66
No Substitute for Trained Salesmen	68
Gin-Whistle Terms	69
Prescription for Hardware Merchants	70
Survey of Discount House Operations	71
Training Junior Salesmen	72
Convention Reports	74
Dealer Sales Aids	121
New Products	136

FARM EQUIPMENT SECTION

Contests Boost Sales	153
Big Market for Water Systems	155
Carolina Convention	156
Wholesalers, Manufacturers to Meet	158

ANNUAL SUBSCRIPTION—\$1.00

Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959; J. D. PARNON, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187; GEORGE ISHERWOOD, 590 Rutherford Drive, Springfield (Del. Co.) Pa., Phone: K. I. 3-0760; W. B. MOODY, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE 6-4131; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352; L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35, Calif., Phone: CR 4-5151; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7995; BARON CREAGER, 1305 National City Bldg., Dallas, Texas, Phone: RA-7673.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices
806 Peachtree Street, N.E., Atlanta 5, Ga.

Publishers Also of

ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL
SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES
SOUTHERN APPLIANCES SOUTHERN POWER & INDUSTRY

W. J. ROOKE, *Chairman of the Board*; RICHARD P. SMITH, *Pres.*;
T. W. McALLISTER, *First Vice-Pres.*; E. W. O'BRIEN, *Vice-Pres.*;
A. E. C. SMITH, *Vice-Pres.*; O. A. SHARPLESS, *Treasurer*;
A. F. ROBERTS, *Secretary*; SERA J. JONES, *Assistant Secretary and Treasurer*

Copyright 1955, W. R. C. Smith Publishing Co., Atlanta, Ga.

D&M sports equipment



and . . .



the hardware store partners since 1840!



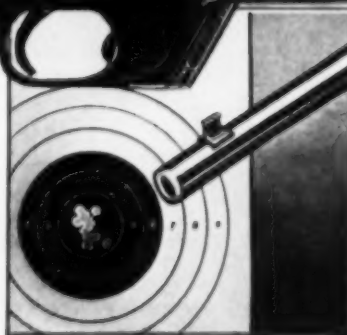
Draper-Maynard, one of the most reliable business names in the nation, has been associated with hardware stores for more than a century. And during those eventful years, D&M has kept pace with a modern line of sports equipment, priced right. If you're not now handling the D&M line—it'll pay you extra profits to do so. Contact your wholesaler or write direct. Complete catalogs available.



Draper-Maynard Sports Equipment

CINCINNATI 32, OHIO

Announcing the



WINCHESTER PROOF-TESTED BARREL. Drilled and rifled for extreme accuracy, the barrel of the Winchester Model 77 will consistently put shot after shot right where it's held. For fast shooting and fine accuracy, you just can't beat the new Winchester Model 77.



GROOVED RECEIVER. It's easy to add a 'scope to take advantage of the superb accuracy of the Model 77. The receiver is factory-grooved to fit several popular mounts. The 'scope is instantly attached or removed. No tools necessary.

FULL MAN-SIZED STOCK. Graceful and hand filling, the genuine walnut stock on the Model 77 is designed for hard holding and straight shooting. The full pistol grip and beavertail fore-end add greatly to the pleasure of shooting this newest Winchester.



WINCHESTER

MODEL

77

NEW AUTOMATIC *22

AVAILABLE IN TWO STYLES, THE MODEL 77
IS PACKED WITH FEATURES THAT WILL
MAKE IT YOUR SALES LEADER IN 1955!

There's an entirely new look about the Winchester Model 77! Smooth, graceful and streamlined, the 77 takes its place beside the famous Winchester Model 50 shotgun as another outstanding example of modern engineering and design. When your customers read about the new 77 in such magazines as Outdoor Life, Sports Afield, Field and Stream, True, Collier's, Argosy, Time and Sports Illustrated they will

come to you to see and handle the newest rifle from the famous Winchester factory. Have a 77 on top of your counter where it's handy. Tell your customers about the traditional, unmatched quality that's built into every Winchester. Show them the smooth lines, the easy action, the grace and balance of the Model 77. They'll come to you to buy—you and the Winchester Model 77 will sell them. **self-loading*

Clip—8 shots \$29.95*
Tube—15 shots \$34.95*
22 Long Rifle only

*Prices subject to change without notice.

WINCHESTER

TRADE MARK

ARMS AND AMMUNITION DIVISION • OLIN MATHIESON CHEMICAL CORPORATION, NEW HAVEN 4, CONN.



Stock these NEW PET BRUSHES by **OXCO**

Pet supplies are a big, rich, growing market for you . . . over 23,000,000 American families own dogs; millions more own cats. A small investment in Oxco's Pet Set puts you "in business" for steady sales and profits.



OXCO "Mink" BRUSH-COMB

HANDSOME WALNUT BLOCK AND HANDLE
COMBINATION BRUSH AND COMB—Good grooming for all pets; a necessity for long-haired dogs and cats. Filling of over 100 rounded-end wire bristles, set in flexible rubber pad. Handsome walnut block and handle. Silver branding for rich appearance.

OXCO 9388 PET BRUSH

Similar to Smoothie (see illustration at right)—filled with colorful plastic bristles—pink in center, light blue in border. Handsome walnut block. Leather strap.

OXCO "Master" PET COMB

HANDSOME WALNUT HANDLE
SINGLE-PIECE METAL COMB—Removes matted hair, tangles, burrs—indispensable for long-haired pets. Semi-coarse rounded-end tines of strong rustproof metal give long service. Handsome walnut handle; triple bead on end.

OXCO PET SET DISPLAY

Displays and sells assortment of popular Oxco Pet brushes . . . "Mink" Brush-Comb; "Smoothie" Brush and "Master" Pet Comb. Assortment includes one dozen each of 3 items plus eye-catching Display at no extra cost. Placed prominently on your counter, Oxco's Display puts you in the profitable pet supply business easily . . . quickly.



OXCO "Smoothie" BRUSH

HANDSOME WALNUT BLOCK
MILITARY STYLE BRUSH—Brings glossy sheen to coat—dogs love it. Center filling of blended dark grey tampico with black blended border. Oval trim. Handsome walnut block, oval shaped, with rich silver branding.



**NATIONALLY
ADVERTISED**



At Your Jobber's NOW



OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1904 MARYLAND

Profit more by selling four!
but feature

SPOT-CORD®



Here's the profit-plus way to faster sales — feature these famous Samson brands. SPOT-CORD — the finest, longest-lasting sash cord available at any price. AETNA — at its price, a top quality sash cord that means important extra sales resulting from dozens of other uses around the home. For clothes lines, plastic TITE-ROPE and, in another price range, braided cotton CROCUS.

So save time — save money — Feature these nationally advertised four and profit more with Samson!

AETNA — All-yarn, durable braided cord in sizes 6 to 16. Sizes 7 and 8 in eye-catching, break-away cartons.



TITE-ROPE — Sturdy wire line — smooth, non-cracking plastic cover — sizes 3 1/2 to 6 — twelve 50-foot hanks in sparkling red, white and blue carton.



CROCUS — Good quality — size 6, packed in orchid-and-yellow cartons. Two 50-foot connected hanks per carton.

People buy more sash cord made by

Samson CORDAGE WORKS
BOSTON 10, MASSACHUSETTS

than any other cord in the world!



Sachem

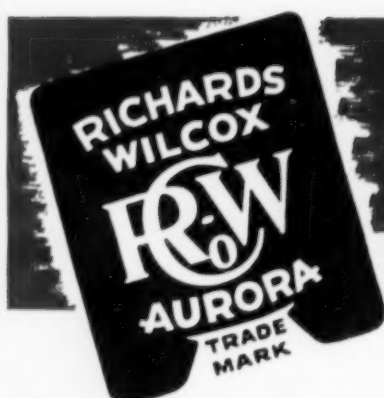
Beaver

Stratoline

Horizon

Whale

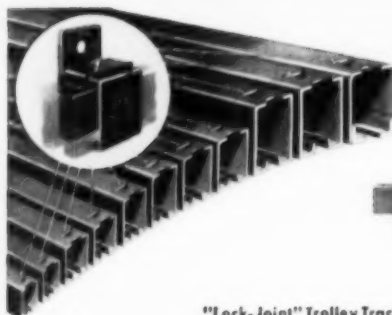
Starline



Quality and Service



Patented "Lock-Joint" Trolley Track. Made only by Richards-Wilcox, features locking bracket which forces track ends squarely and securely together. "Lock-Joint" permits run of track any length, and providing virtually one-piece construction.



"Lock-Joint" Trolley Track and Ball Bearing Door Hangers. For doors of all sizes and weights up to 3,000 pounds. Track and trolleys are available in a wide range of sizes, and also in complete "packaged" units that include all necessary hangers, track and hardware for doors of any specified size. Finished in long-lasting, distinctive, weather-proof "battleship gray" enamel.



"Super-R-Way" Doors. For factories, freighthouses, warehouses, etc. Tongue and groove wood panels in welded steel frame. Electrical operating equipment also available.



Fire Doors and Hardware. Underwriters and Factory Mutual Laboratories approved for class A, B, C, D, E and F openings. Doors available in flat-surface steel or corrugated sheet-metal construction. Flat or round track, single and double-link hardware. Sliding, hinged, or vertical doors.



Latches, Hasps and Door Bolts. Richards-Wilcox offers a complete and outstanding line of hardware for heavy doors of all types and sizes. Shown here is a No. 225 steel latch for swinging doors up to 3 inches thick. For barns, warehouses, garages, sheds, etc., you can rely on R-W for the right door hardware.

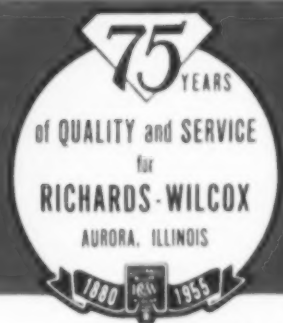


Vanishing Door Hardware. "Silver-Streak" Hanger and aluminum track. For residential vanishing doors in closets, kitchenettes, wardrobes, etc. Can be used in 2" x 4" studded wall. Precision ball bearing hangers—tops for silent, smooth operation.

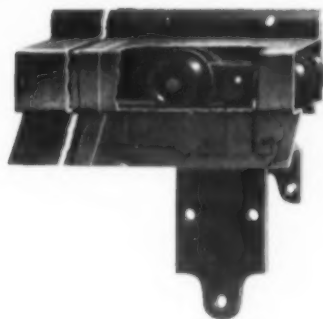


Overhead Garage Door Hardware. R-W "999" Overhead Garage Door Hardware Kit. Complete set of hardware necessary for installation of new doors or conversion of hinged doors. Available for openings up to 16 feet wide by 8 feet high. Easy to install. Automatic electronic operating equipment also available.

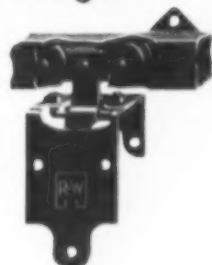
for 75 years!



"BLUE STREAK" Self-Lubricating Door Hanger. Has OILITE BRONZE BEARINGS that outwear other roller bearings 3 to 1. For all sliding doors weighing up to 300 pounds. Used with "Lock-Joint" Trolley Track.



Enclosed Barn Door Hangers and Track. For doors up to 300 pounds each. No brackets required. Roller bearing wheels—telescopic track-ends for perfect joints.



"EoR-Way" Trolley Track and Hangers. For doors weighing up to 200 pounds. Ideal for parallel door use. Includes "Lock-Joint" bracket feature that provides secure, silent connections of track lengths. Roller or ball bearing hangers.



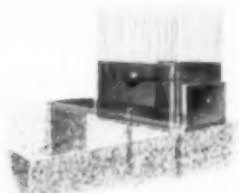
Flush Pulls, Bow Handles, etc. R-W offers a wide variety of flush pulls for all types of sliding doors. Available in steel, malleable iron, brass and bronze. Bow handles in steel or malleable iron for light or heavy doors.



Stay Rollers, Floor Guides, Bumpers, etc. For inside or outside sliding doors, R-W provides the hardware your customers need. Frame-mounted or lag screw stay rollers for barn doors; heavy duty models for extra-rugged use. Shown here is a No. 53 adjustable, reversible barn door stay roller.



A Full Selection of Hinges. The R-W line includes a broad assortment of all types of swinging door hinges. Butt, surface, strap, jamb or invisible hinge, R-W has it. Heavy strap hinges for larger, heavier doors have hardened disc or ball bearings for long wear and easy swing. Shown here are two types of the many heavy duty hinges available.



Studding Sockets for cribs, machine sheds, barns. Anchors studdings and corner posts direct to concrete floor or foundation. Greater strength—no wood sills to split or rot. Heavy galvanized steel. 2 x 4, 2 x 6, 2 x 8, 3 x 8, and 4 x 8 size.

Get "DooR-Ways" Free!

Dealers, builders and architects are welcome to a complimentary subscription to "DooR-Ways"—our quarterly publication containing valuable suggestions plus detailed data on all new R-W products and applications. Write today—start getting yours at once.



Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

336 THIRD STREET, AURORA, ILLINOIS

King Hardware Presents . . .



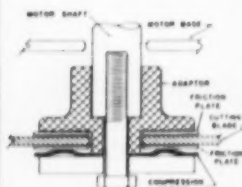
MASTERCUT ROTARY MOWER

AM 60 C

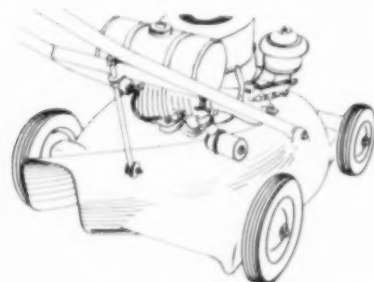
**2-h.p. 4 Cycle
20 Inch Rotary**

Mastercut will easily cut the toughest weeds or groom the most beautiful lawn. It is ruggedly constructed of lightweight aluminum alloys, welded tubular steel, and spot-welded steel wheel. It is powered with a sturdy 2-HP Briggs & Stratton, 4-cycle, vertical-type gasoline engine. It is attractively finished; the chassis in baked enamel finish, handle-bars and wheels in contrasting colors. It is adjustable in height to cut 1½", 2¼", or 3" for greater utility, and cuts a full 20" swath. Mastercut gives top mower quality at lowest price and is the ideal general-purpose mower.

Exclusive Slip Device



Chance of damage to engine or blade is materially reduced because the friction plates and spring allow the blade to slip when it strikes an obstruction such as a stone, stump, etc. The exclusive slip device is standard equipment on all Mastercuts.



All grass clippings are discharged the instant they are cut. Scientifically designed chute and blower-type blade work together to prevent clogging, windrowing and wasted power. Clippings are distributed evenly on the left, away from the operator.

**Trims within a fraction of
an inch of fence or object.**

**ORDER TODAY FROM YOUR
KING HARDWARE
SALESMAN!**

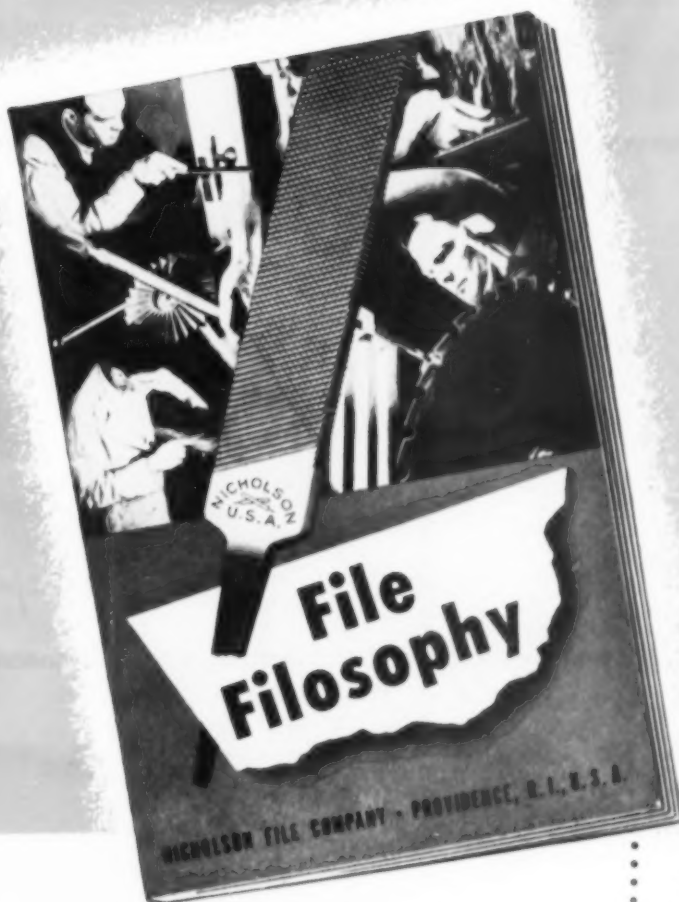
Front wheels 6 x 1.50
Rear wheels 8 x 1.75
Shipping weight 58 lbs.
Uncrated weight 49 lbs.

KING HARDWARE COMPANY

490 Marietta St. Atlanta, Ga.

NEW EDITION—JUST OUT

File Sales Grow from File Knowledge. There's a "gold mine" of potential file sales at the very feet of practically every Hardware Retailer. True, it has a good outcropping of "pay dirt" (visible consumer demand). But "working the claim" deeply is what counts.



It begins with knowing files. And here's a book that enables your salespeople to picture modern file uses and file types many customers have never thought of.

Copies of the new "File Philosophy" are available to you for use in training your own sales people. A copy for each of your staff members will be gladly sent on request. It's FREE—50 pages of sales-stimulating facts and illustrations about kinds, uses and care of files.

BLACK DIAMOND FILES
for every purpose



SOUTHERN HARDWARE for APRIL, 1955

NICHOLSON FILE CO., 15 Acorn St., Providence 1, R. I.

Send free copy of new edition of
Nicholson's "File Philosophy."

Firm

Name

Street and Post Office

YOU PROFIT WITH THE EYE APPEAL

PLYMOUTH

The Plymouth plan of packaging and merchandising rope and twine is time-tested—proved again and again to pay hardware dealers a decent profit.

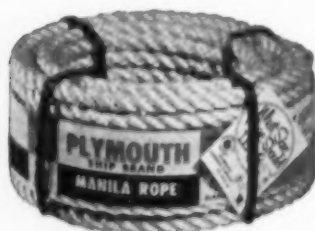
The Plymouth line offers you a wide variety of in-demand products, packaged for self display, takes little floor or shelf space, keeps inventory low and brings above-average turnover.

Whatever your location and the needs of

your customers, Plymouth can supply the right combination of rope and twine, plus the eye appeal that means buy appeal.

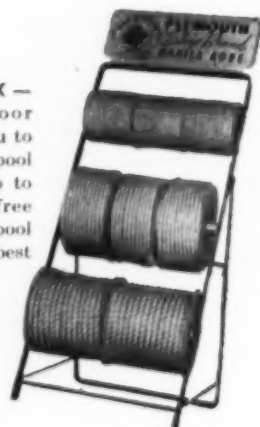
When you sell Plymouth, you are giving your trade products made to the highest standards in the industry, carrying the most widely advertised name of any manufacturer.

Ask your distributor's representative for the packaging and displays best suited for your store.



THE HANDYPAK—sells rope in 50' and 100' lengths. May be obtained in 13 assorted coils, of $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " diameter rope, to serve as your basic, low inventory stock.

THE SALESRAK—takes little floor space. Equips you to sell rope off the spool in any length up to 300'. Supplied free with basic 16-spool inventory of 3 best selling sizes.



CARTON PACKED COIL ROPE—ideal for floor, shelf or counter display, keeps rope clean, easy to handle, easy to use, easy to sell.

ANCHOR LINE—ideal for the boating enthusiast. A premium line especially for rope exposed to water. Minimum swell, mildew proof, stands abuse. Packaged in 50', 100' and 150' lengths.



THAT MEANS BUY APPEAL

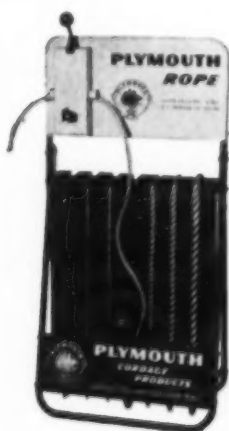
ROPE & TWINE



NYLON MOTOR STARTER ROPE—sells itself from eye catching display. Has that extra spring that gets the motor going.



FIBRE-WHITE CLOTHES-LINE—The clean looking line that stays white, does not absorb water or dirt, won't swell, holds any type clothespin firmly. It's a low cost PlymKraft product that is doubling in sales.



THE SALESMAKER—measures and cuts to order, the quickest, fastest way to handle large-volume rope sales. Rope feeds from basement, overhead, shelves or floor . . . counter or floor units.

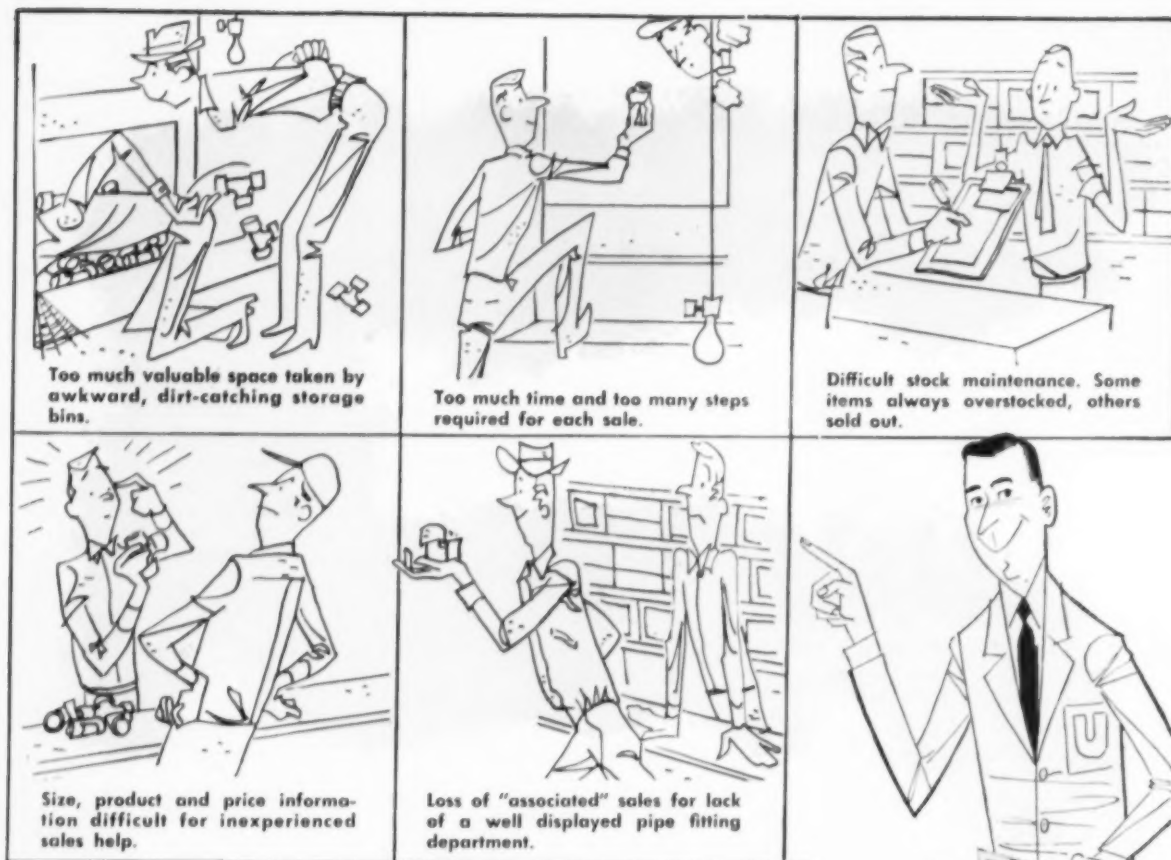


PLYMOUTH HARVEST TWINES—Red Top Baler Twine and Green Top Binder Twine are the easiest to sell because they carry the best known name in harvest twines, are tops in quality and competitive in price.

Sell these top quality products, backed by the best known manufacturer in the field, and set your business up as tops for the buyers of rope and twine.

Plymouth Cordage Company
Plymouth, Massachusetts • New Orleans, Louisiana





How to eliminate these *Pipe Fitting Problems!*

The answer — U-BRAND Pipe Fittings in their new, extra convenient HANDI-PAK Boxes . . . a packaging program especially developed for the retail trade.

These "bite size" boxes make it possible for you to order boxed fittings in reasonable, small quantities — and at no increase in cost.

Here are the advantages:

- Boxes are all a uniform, small size. They stack neatly on shelves, work well on island displays, take much less room than bulk storage or regular size boxes.
- Colorful Handi-Pak Boxes make an attractive, business-like appearance wherever they are used.
- Each box is clearly marked for quick identification. Labels show the number of pieces per box, size and style of fitting, and the retail price per unit.
- Handi-Pak Boxes speed sales, reduce inventory time and put your entire pipe fitting stock within easy reach.
- Equally important — U-Brand provides you with a recognized, top quality line you can sell with confidence.

Get the complete U-BRAND story from your Wholesale Salesman or write direct for complete information.

THE UNION MALLEABLE MFG. CO.
ASHLAND • OHIO



**FOR GREATER CONVENIENCE
FOR GREATER PROFIT . . .**

Stock & Sell

U-BRAND
QUALITY PIPE FITTINGS

at last!

INSTANT GLUE

ALL-PURPOSE

For the first time—you can offer your customers—the glue of tomorrow *today*—UHU INSTANT GLUE! Amazing UHU sticks in seconds, and holds and holds. No wonder in test after test UHU has proved to be a real money-maker. No wonder more and more people "don't say glue . . . they say Yoo-Hoo!"

stone, porcelain, pottery, celluloid. It will give professional results to all repairs. For GLUE-IT-YOURSELF of every kind.

ADHESON FORMULA #22 UHU, made with Adheson-22 for lasting holding power, is based on an exclusive formula perfected by leading European scientists.

affected by Heat, Cold, Steam, Acid, Oils.

BACKED BY POWERFUL CONSUMER ADVERTISING

Your customers will be pre-sold on UHU! In National Magazines, Industrial Publications, Hobby



ALL-PURPOSE

This wonder-working INSTANT GLUE is truly an all-purpose glue . . . perfect for both POROUS AND NON-POROUS MATERIAL. You'll sell it for every use — for wood, paper, fabrics, leather, plastics, plaster, cement, glass, metal, marble,

GUARANTEED PROPERTIES

Here's one glue that will stick any place except on your shelves. Why will it move so fast? Because it has exactly the properties people look for—not some—but all of them: Waterproof—Non-Staining—Colorless—Flexible—Insulates—Safe, contains No Acids, No Harsh Alkali—Un-

Magazines . . . on Radio . . . on TV . . . millions of Americans will now be introduced to the wonderful advantages of this world famed INSTANT GLUE. Over and over again they will read, hear, see the easily-remembered catchy slogan — (*Don't say glue . . . say Yoo-Hoo*). If your wholesaler doesn't have UHU in stock yet, send us his name. We'll arrange for your order to be filled.



ADVERTISED IN

LIFE

FREE

UHU PRODUCTS CORP.

UHU Building
820 Greenwich Street, New York 14, N.Y.

Please send FREE sample tube of UHU. I am also interested in receiving full information about UHU — All Purpose-Instant Glue. Please rush full details.

Name

Firm Name

Address

City Zone State

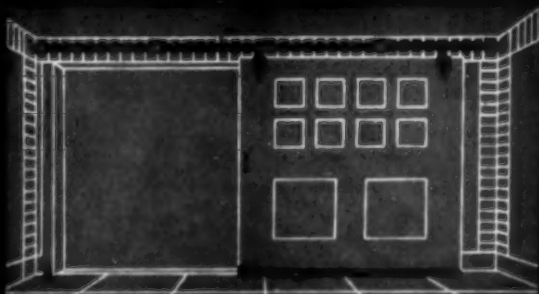


**off
your
shelves
and
on
the
job**

Here it is... the packaged sliding door hardware set that means real profit for you. The Coburn #5916 Door Set contains all the parts, except the track, in one convenient package for doors weighing up to 300 pounds and up to 1 1/2 inches thick. With standard track lengths in stock, you can meet the needs of all your customers for light sliding door hardware. For heavy-duty installations, Coburn makes a complete range of track and fittings for doors weighing up to 6,000 pounds.

For home garage doors, the Coburn #500 Swing-Over Door Set is a natural. Dependable, easily installed, and easy to operate, you should add it to your line.

Write for Catalog #200 to
Coburn Sales and Engineering,
56 Sterling Street, Clinton, Mass.



COBURN PRODUCTS

PRODUCED BY MIDLAND SPANCO STEEL DIVISION
THE COLORADO STEEL AND IRON CORPORATION

CFI

2597

ACCO
products

ACCO's Chain Sales-Maker



**—NEWLY IMPROVED
TO MAKE YOUR SELLING JOB
EASIER THAN EVER!**

The popular ACCO CHAIN SALES-MAKER—the convenient display stand that has given a big boost to chain sales in hardware stores everywhere—has now been improved by the addition of a handy, quick-action cutting bar. This makes it easy to snip off just the amount of chain your customer wants. It saves time and steps on every sale.

This sturdy, attractive ACCO CHAIN SALES-MAKER permits you to display a wide assortment of chains in very little floor space. It puts your chain stock out where your customers can see it—feel it—buy it! Get your Sales-Maker and watch your chain sales rise. Shipped complete with your choice of chain assortments; chain comes on reels, as shown at left.

ASSORTMENT NO. 38 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
125 Ft. 3/0 Lock Link Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 1/0 Brass Safety Chain, Bright Finish
200 Ft. 16 Double Steel Jack Chain, Bright Zinc Plated

ASSORTMENT NO. 42 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
125 Ft. 2/0 Straight Link Elwel Coil Chain, Bright Zinc Plated
100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 1/0 Brass Safety Chain, Bright Finish
220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated

ASSORTMENT NO. 43 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
150 Ft. 2/0 Passing Link Chain, Bright Zinc Plated
100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 1/0 Brass Safety Chain, Bright Finish
220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated

Order from your Distributor

ACCO



**American Chain Division
AMERICAN CHAIN & CABLE**

York, Pa., Boston, Chicago, Denver, Detroit, Houston,
Los Angeles, New York, Philadelphia, Pittsburgh,
Portland, Ore., San Francisco, Bridgeport, Conn.

**for
Better
Value**



ACCO's New Packaging Program Will Stimulate Sales and Profits for the Hardware Dealer



A partial list of packaged ACCO Hardware Items

Tenso Coil Chain
Tenso Tie Out Chains
Tenso Dog Runner Chains
Tenso Porch Swing Chains
Elwel Cow Ties
Elwel Coil and Machine Chain
Jack Chain
Sash Chain
Register Chain
Cotter Pins
Repair and Lap Links
ACCO Pails (Proof and BBB Coil Chain)
... and many others

There is real customer appeal in the brand new package design which has just been adopted for all AMERICAN CHAIN packaged items!

These highly attractive blue-and-gold packages bear clearly legible product identification on the labels. This makes it easy for your salespeople to locate any packaged chain item instantly. Also, the brightly colored packages are attention-getters on your shelves and on your counters. They invite sales and make selling faster and easier—hence they add to your profits.

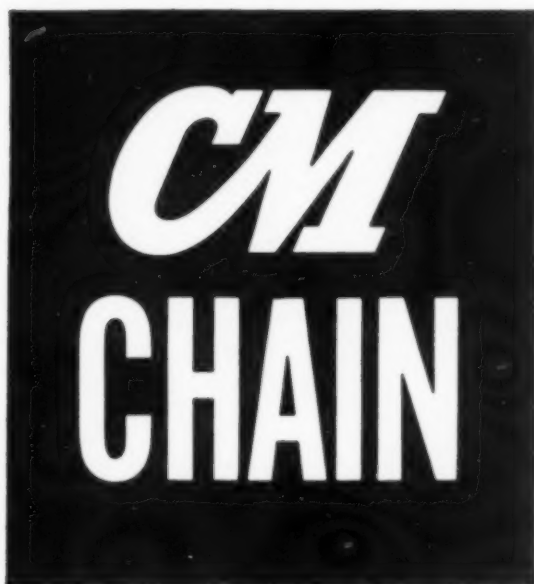
A partial list of ACCO packaged items is shown at the right. Your distributor will gladly furnish you with a complete list of ACCO products that are profitably sold in hardware stores all across the nation. Call or write him today.



American Chain Division AMERICAN CHAIN & CABLE

York, Pa., Boston, Chicago, Denver, Detroit, Houston,
Los Angeles, New York, Philadelphia, Pittsburgh,
Portland, Ore., San Francisco, Bridgeport, Conn.





The Quality Line of Welded Chain for

**CONTRACTORS
BUILDERS
MANUFACTURERS
MARINE OPERATORS
OIL & GAS FIELDS
LUMBERING
FARMING**

CM PAIL-PACKS and DEALER DRUMS

CM Proof Coil and BBB Chain in the smaller sizes can be ordered in CM PAIL-PACKS and in CM DEALER DRUMS. These containers simplify handling and storage of chain, and are attractive displays for dealers.



CM Chain in larger quantities is shipped in sturdy, easy-to-open "Lever-Pak" Fiber Drums. They keep chain clean, are reshippable, re-usable and have salvage value.



COLUMBUS McKINNON

CHAIN CORPORATION

TONAWANDA, NEW YORK

DISTRICT OFFICES: NEW YORK, CHICAGO, CLEVELAND

EAGLE

OILERS and CANS

THE COMPLETE LINE

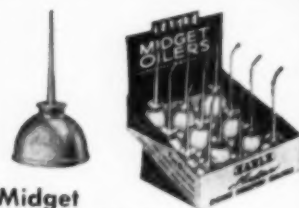
Eagle high-quality oilers and cans are made in all styles and sizes, for every purpose. Efficient design and sturdy construction assure economical, lasting service.



Copperite

Steel Bench Oilers

for the mechanic, engineer, plumber, machinist, car owner, . . . flexible, straight or angle spouts.



Midget

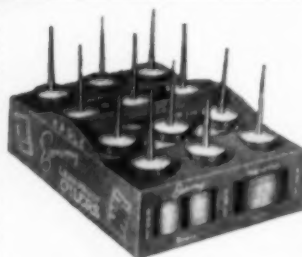
Household Oilers

for home or office use in oiling sewing machines, fans, hinges, washing machines, typewriters, etc.



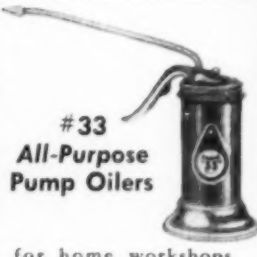
Hydraulic Pump Oilers

keep moving parts of tractors and other large equipment running smoothly . . . flexible, straight or angle spouts.



Harvester Oilers

fit holders on practically all farm machines . . . dependable, inexpensive.



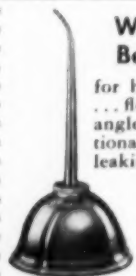
#33 All-Purpose Pump Oilers

for home workshops, farms, service stations, factories, hobbyists, etc. . . . dependable, reasonably-priced.



#66 All-Purpose Pistol Grip Oilers

modern-design oilers of many uses . . . one drop or a full stream of oil.



Welded Steel Bench Oilers

for heavy factory use . . . flexible, straight or angle spouts . . . optional seal tip prevents leaking.



Transparent Household Oilers

contents always visible . . . plastic bodies unaffected by oils or kerosene . . . give long, useful service.



#99 Seal-Tip Tool Kit Oilers

handy for all tool kits . . . for oiling meters, gauges, and many other factory uses.



Welded Steel Supply Cans

storage and filling cans for railroads, mills, factories, mines, foundries.



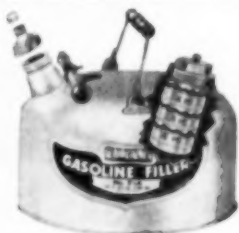
Safety Cans

approved by Underwriters Laboratories and Factory Mutual . . . safe for handling all flammable liquids . . . trigger or free-swing handle types.



Galvanized Oil Cans

hexagon filler cap . . . triple-lock body seams guarantee against leakage, insures strength for hard usage.



2 1/2-A All-Purpose Galvanized Fillers

dependable, practical, reasonably-priced . . . meets all filler requirements for power-driven garden and farm implements.

ORDER FROM YOUR SUPPLIER
Write for free 1955 catalog showing the Complete Eagle Line



MANUFACTURING COMPANY, Wellsburg, W. Va.

Serving the Trade Since 1894

PATIO

GARDEN BELLS



RETAIL \$6.49
(Denver and West slightly higher)



WITH THIS
BELL
YOU CAN...

- Make every outdoor meal a festive occasion
- Call guests to patio area
- Call the children
- Barbecue Bell
- "Come and Get It" Bell
- "Chow Down" Bell
- "Farm and Ranch" Bell

BIG SPRING SALES
BIG SUMMER SALES
YEAR 'ROUND GIFT SALES

It's Big
It's Solid Brass
It's Beautifully Polished
It's Display Packaged



For Christmas
Special Gift Overwrap

We believe that there is something almost irresistible about a BIG polished brass bell! And this new Patio Garden Bell is a beauty that folks just won't be able to leave behind. It's a 6" Solid Brass bell, highly polished and lacquered. Tongue is cast and has an easy rocker type pull action, a slight pull on the rawhide lanyard produces a loud pleasing tone.

The Patio Garden Bell is mounted on a steel, genuine "Good Luck" horseshoe bracket...finish on bracket is antique black satin. This bracket is perfect for mounting on building, fireplace, patio, porch or tree.

Bells are individually packed, fully assembled with bracket attached in attractive display cartons. Show it and you'll SELL it!

The A2360 Unit consists of 6 Patio Garden Bells (each in display box) packed in a master shipping carton.



Please send me more information
on the BEVIN PATIO GARDEN BELL

NAME _____

FIRM _____

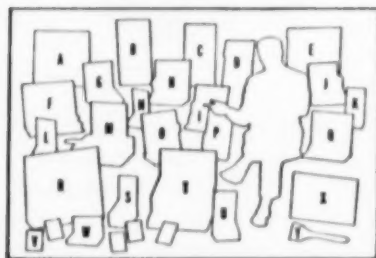
ADDRESS _____

MY JOBBER IS _____

look at HYDE!



products and merchandising that make sales



**TAKE YOUR PICK
OF THE MOST
MERCHANDISED
LINE OF TOOLS
ON THE MARKET**

Order by unit number HYDE tool assortments in colorful, spectacular, FREE display Merchandisers. Dealer's cost — 40% off list prices shown below.

A. #3 Wallpaper Tool Asst. \$87.25. B. #83 Paint Scraper — ½ doz. \$8.94. C. #97 Handy Knife — 1 doz. \$9.48. D. #1098 "One Arm Paperhanger" Tool ½ doz. \$11.88. E. #203 Blue Diamond Putty Knife and Scraper Asst. \$45.40. F. #903 Blue Diamond Asst. \$49.50. G. #KS-10 — 10" Scraper — ½ doz. \$17.08. H. #1006 Wall Scraper Asst. \$18.15. I. #703 Blue Diamond Putty Knife and Scraper Asst. \$33.80. J. #7B Black & Silver Putty Knife and Scraper Asst. \$33.80. K. #BHS-1½" Putty Knives — 1 doz. \$14.28. L. #BHE-5" Taping Knives — ½ doz. \$14.10. M. #82 King-Size Paint Scrapers — ½ doz. \$15.54. N. #BHE-4" Taping Knives — ½ doz. \$11.10. O. #8 Paint Scraper Asst. \$36.18. P. #25 Razor Blade Scrapers — 2 doz. \$6.96. Q. #1003 Blue Diamond Putty Knife and Scraper Asst. \$18.80. R. #2 Black and Silver Putty Knife and Scraper Asst. \$50.25. S. #89 Mrs. Hyde's Sandwich Spreader — 1 doz. \$8.28. T. #22 Black and Silver Putty Knife and Scraper Asst. \$48.15. U. #BHC Chisel Putty Knife — 1 doz. \$18.20. V. #25 Razor Blade Scrapers on Cards — 2 doz. in box. \$6.96. W. #1 Glass Cutters — 1 doz. in display. \$4.68. X. Plaque Awarded to HYDE by Hess Brothers For Design and Use of Y. #82 King-Size Scraper.

WRITE FOR CATALOG SHEETS

HYDE MANUFACTURING CO.

SOUTHBRIDGE
MASS., U.S.A.



HYDE makes your customers want to buy . . . your assurance of more sales and profits besides — there's a full 40% dealer net profit on every trade sales product — sell tools faster the Hyde way. Order your tool assortments now from your distributor.



AMES
Featherlite

SHOVELS ARE
REALLY **LIGHT**

PARKERSBURG, W. VA.

O. AMES CO.

NORTH EASTON, MASS.

Don't waste your time on



INTRODUCTORY OFFER!

This complete stock of merchandise and sales aids comes with initial order:

- 144—Kem Tinting Color Tubes
- 1—Cascade of Color Display Rack
- 1300—Color Chips to fill Cascade of Color (Replacement chips free to dealers)
- 1—Decor-Alder Color Harmony Book
- 25—Decor-Alder Color Chip folders
- 2—Replacement Order Cards for renewing tubes

Special Introductory Price **\$63.50 net**



No messy measuring! Circle Seal cans allow space for tube contents. Simply add colorant to quart or gallon of Super Kem-Tone or Kem-Glo and mix! Seals tight! Saves time for you and customer.

complicated color systems!



Here's the one that's proved simple and successful...
KEM TINTING COLOR SYSTEM

Dealers have increased their paint sales not by hundreds, but by thousands of dollars with the Kem Tinting Color system. You can handle it with a minimum of time and trouble at a handsome profit!

It is simplicity itself! To make any one of 130 customer-tested shades, you simply add *one tube* of Kem Tinting Colors to a quart or gallon of Super® Kem-Tone or Kem-Glo® and mix. That's all!

There's no measuring problem. The Circle Seal cans of Super Kem-Tone and Kem-Glo have extra room for adding the tube. Your customer gets a full gallon or quart *plus!* And they're the easiest cans to open or

seal tight that you ever used. No muss or fuss!

This is a "one-shot" system because it starts with any one of the 24 standard colors of the two fastest selling paints on the market, Super Kem-Tone and Kem-Glo! From these colors you get a complete color range at a *minimum investment*. All you add to your normal stock are tubes, 8 colors in 3 sizes!

Now you can increase your color service and make more money—fast and easily! Simply order the initial stock and set up the timesaving sales aids that come with it. Call your Kem Products Jobber, or contact one of the companies listed below. But get started now!

• The Sherwin-Williams Co.
101 Prospect Ave. N. W., Cleveland 1, Ohio

• Acme Quality Paints, Inc.
8250 St. Aubin Street, Detroit 11, Michigan

• The Martin-Senour Co.
2520 Quarry Street, Chicago 8, Illinois

• John Lucas & Co., Inc.
1617 Pennsylvania Ave., Philadelphia 3, Pa.

• The Lowe Brothers Co.
424 E. Third Street, Dayton, Ohio

• W. W. Lawrence & Co.
1124 W. Carson Street, Pittsburgh 19, Pa.

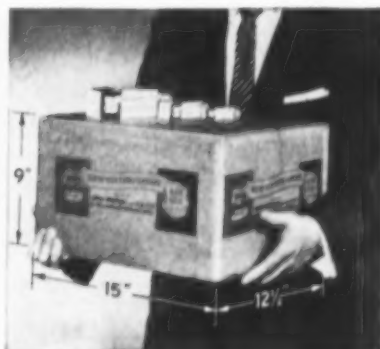
• Rogers Paint Products, Inc.
8250 St. Aubin Street, Detroit 11, Michigan



Self-service! Customers make color selection from beautiful Cascade of Color. And they can see what colors go together with the help of Decor-Aider Book and Color Chip folders.



Accurate color matching! Only one tube is needed to make any of 130 shades. Eight colors in 3 sizes are all that is necessary. The Kem Tinting Color system is both accurate and simple!

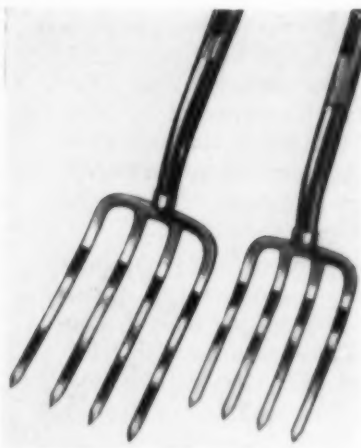


Complete stock in one small box! No large shelf space is required. Entire stock of 6 tubes in each of 3 sizes (4 oz., 1 oz., and ¼ oz.) and 8 colors is compact and practical for you to handle.

WANTED ITEMS



No. 3PF floral tool set—No. LY5 hoe—blade 5" wide, 3 $\frac{3}{4}$ " deep. No. TR8 rake—8-tooth, width 7 $\frac{1}{2}$ ". 4" handle. No. FSD shovel—blade 8" deep, 5 $\frac{1}{8}$ " wide.



No. LS fork—10 $\frac{1}{4}$ " tines, 7 $\frac{1}{4}$ " width. Light pattern for general home use.

No. B4D fork—8 $\frac{1}{2}$ " tines, 30" D-handle. Best for ladies or in light garden soil.



No. DGS garden-size shovel—Blade 6 $\frac{1}{8}$ " x 9 $\frac{1}{2}$ ". 41" ash handle. Taper-forged blade and socket gives high strength, light weight.



No. 5C4 cultivator—4" curved tines. Head width 5". 4 $\frac{1}{2}$ " handle.

No. 2PF hoe—Blade 3 $\frac{5}{8}$ " wide by 8 $\frac{1}{4}$ " long. 4 $\frac{1}{2}$ " ash handle.



No. TD shear—Dynamic. 8 $\frac{1}{2}$ " full-polished blades.

No. L6 shear—Small size, light weight. 6 $\frac{1}{2}$ " blades, tempered.



No. 88 grass shear—Dynamic. Easy squeeze action. 12" overall.

No. 66 grass shear—Briar Edge. Low priced. Light weight. 10 $\frac{1}{4}$ ".

TRUE TEMPER®

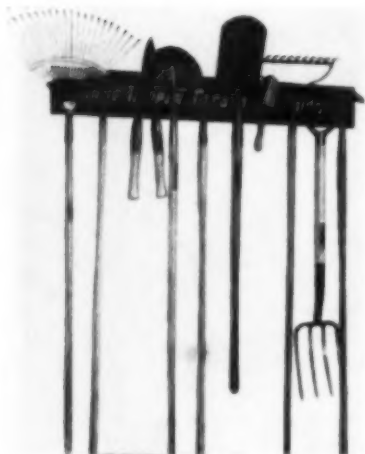
Restock now for summer sales

Here's a check list covering the "fill-in" requirements you'll need after the big spring "Tool-Up Time" sales period. (All tools are pictured and priced on M-64 garden center display stand).

Maintain your stocks of these basic tools that you'll be selling all summer long. Take

time to check inventory now and order by number from your True Temper wholesaler. There's still a big season ahead . . . plus extra sales from customers who can't find what they want elsewhere.

All tools packed 1/2 dozen except TD shears, four per carton and FBR22 rakes, 12 heads in carton, 12 handles in bundle. True Temper Corporation, Cleveland 15, Ohio.



No. GTH garden tool holder—Holds 10 or more tools. Avoids clutter, makes garage safer for children, cars. Braced steel plate.



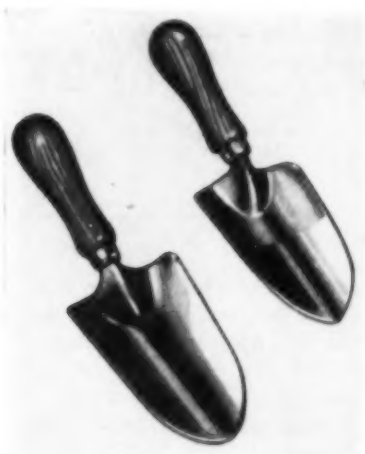
No. FBR22 lawn brume rake—19" spread, 22 spring steel teeth.

No. B12 bow rake—Head width 12", Twelve 2 3/4" teeth.



No. TO6 1/4 hoe—Blade 6 1/4" x 2 3/4" deep. Finest all-purpose hoe made.

No. W7 hoe—Blade is 6 3/4" point to ear, 4 1/4" ear to ear. 4 1/2" handle.



No. TS trowel—Stainless steel, resists rust. Blade 5 1/2" x 3 1/4".

No. GC20 trowel—Forged. Blade 5 3/8" x 3 1/4".



No. GC22 cultivator—12" handle.

No. GC23 digging fork—3 3/4" wide.

No. F88 dandelion digger—Overall length 14 1/2". Ash handle.



No. 250 true kut pruner—Overall length 8". Replaceable anvil.

No. D150 dynacut pruner—Length 8". Powerful drawcut action.

you can look to



for leadership

Finest quality in Garden, lawn and farm tools

Shears • Shovels • Hammers, hatchets, axes

Fishing tackle • Golf-club shafts



"Feels softer to the cutter"

says I. A. Biddle
of Biddle Building Materials
Harrison, Ohio

"Brand 'B' felt softer to the cutter and snapped off straight and crisp." Mr. Biddle had just test-cut four well-known brands of single-strength window glass.

The brands were identified only by letters—A, B, C or D. He tried several cuts on each. He picked "B" as the easiest to cut, *every time!*

"B" was L·O·F. 28 out of the 30 dealers who took this test picked L·O·F!

Why does L·O·F cut easier? Because it is annealed more slowly, more patiently.

That makes it less brittle and more "even" in structure. So it's a safer buy for your customers, too.



Try the "Blindfold Test" Yourself!

Cut L·O·F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow

pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



LOOK

As advertised in
the Saturday Evening

POST

and leading

NEWSPAPERS

IT'S SO SIMPLE!



Self-Demonstrating
Korky Display now
available. Full description
and details enclosed in each Master
Carton.

LAVELLE
Korky
CLOSET TANK SEAL
PATENT NO. 2,598,967

NO GUIDE ARM
NO LIFT WIRES

It's amazing how simple and efficient Korky really is: no guide arms or wires to corrode and misalign — *nothing* to get out of order! Korky seats perfectly, always — stops leaks, gurgles, trip-lever jiggling and water waste right at the source. Unconditionally guaranteed!

Now Korky is 50% more buoyant, too. This assures a full flush on all closet tanks. And the new link chain is non-corrosive, solid brass for longer service and easier installation. Display cartons of 12 Korkys each retail at \$16.68 (\$1.39 per unit). You make \$6.67 per carton. Order through your wholesaler or mail coupon today!

LAVELLE RUBBER COMPANY

428 North Wood Street • Chicago 22, Illinois

Please send me _____ doz. Lavelle Korky Closet Tank Seals
(12 to a Master Display Carton at my cost of \$10.01 per doz.).

Store Name _____

Address _____

City _____ State _____

Please ship through my wholesaler, whose name is:

Wholesaler Name _____

Wholesaler Address _____



BRIDGEPORT,

Remington Dealer Letter



CONN.

Remington announces new slide-action 22!

RETAIL PRICE
\$49.95*

*Price subject to change without notice

ALL-NEW REMINGTON
MODEL 572 "FIELDMASTER"



No other
slide-action 22 offers
these sales advantages!

- \$ The only 22 slide-action rifle with companion big game rifle and shotgun similar in appearance, handling qualities and operation.
- \$ Exclusive new action that gives positive 3-point protection to the shooter.
- \$ Exclusive cartridge-feeding design gives straight-line feed — prevents "jams."
- \$ Exclusive single-loading — the only slide-action 22 rifle with positive fast and easy single loading through the ejection port.

SPECIFICATIONS

MODEL 572A "STANDARD" GRADE. Slide-action, hammerless, 23-inch round, tapered barrel. American walnut stock with black composition butt plate, checkered to prevent slipping. Half pistol grip stock and semi-beavertail-type fore-end, grooved for firm gripping. Chambered to take without adjustment 20 short, 17 long or 15 long rifle cartridges. Single loading through ejection port. Cross-bolt safety. Length over all: 42 inches. Weight: about 5½ lbs.

"MATCHED SET" feature sells more adults! Sells more young shooters!

Here is a streamlined 22 rifle to match the appearance, feel and handling qualities of the other famous Remington slide-action guns. Its national "Matched Set" promotion is aimed squarely at bringing you a bigger adult market... appeals to young shooters, too. For what boy doesn't want his 22 to resemble a big game rifle!



The Model 572 is the only slide-action 22 that can be so easily single-loaded through the ejection port — a big point in selling to shooting instructors and families. And for repeater operation, Model 572 has exclusive design for straight-line feed, preventing "jams."

But note all the sales features, including — pre-grooved receiver for instant "Tip-Off" scope mounting... ejection port well forward for right and left-handed shooters... convenient cross-bolt safety... exclusive new action with 3-point protection... fast, smooth short-stroke operation. Get set for spring with the most advanced slide-action 22 on the market — new Remington Model 572 "Fieldmaster."



"Fieldmaster" is Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

"THE OLDEST GUNMAKERS IN AMERICA PRESENT THE NEWEST GUNS"

FREE...two new publications

to help you sell *pressure-creosoted* wood

to your farm customers



In this booklet you'll find complete information on pressure-creosoting, and on the advantages of stocking pressure-treated wood products. It gives you detailed information on the various farm and ranch structures which the farmer can build himself using pole frame construction and pressure-creosoted wood, and it tells you how and where to get the plans for your customers.

THESE TWO PIECES of literature, just made available by United States Steel, are designed to help you increase your sales of pressure-creosoted wood to farmers, and to promote the growth of pole frame type construction in your area.

The book, "Where To Get Plans For Ranch and Farm Structures," is written especially for you, giving you information on many different types of pole frame buildings which can be made from pressure-creosoted wood. It can be used to help your customers select and obtain actual working plans for these buildings. This book is being made available by the pressure-treater supplying your pressure-creosoted posts, poles and lumber.

The other folder, "Build and Save with Pressure-Creosoted Wood on Your Farm," was written for you to distribute to your farm customers and prospects. It gives the farmer many suggestions on the best way to use pressure-creosoted poles for his buildings.

The growing use of pressure-creosoted wood products by farmers and ranchers is convincing proof of the importance of creosote to the lumber industry. It will pay you to stock and sell pressure-creosoted wood products. For the names of treaters who can be your source of supply just check the coupon.

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

This folder explains to the farmer or rancher some of the basic principles of pole frame construction. It also gives him examples of pole frame buildings that can be made with pressure-creosoted wood, and it reminds him to see you, his dealer, to get complete working plans for these buildings.



Agricultural Extension Section
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.

- ☐ Please send me a free supply of folders, "Build and Save."
☐ Please send me names of pressure-treaters.

Name

Address

City State

UNITED STATES STEEL

A Spearhead Promotion For Your

PYREX®

Gay, Colorful
PYREX Bakingware

Famous PYREX Ware
Color Bowl Set

Handy PYREX Ware
Oven-and-Refrigerator Set

Crystal Clear
PYREX Ovenware

A BIG VOLUME EXTRA With Magnetic Price Appeal!



The World
Famous
PYREX
Mixing-Bowl
Set
For The
New Low
Price Of
\$2.49

(\$3.50 Value)

Limited Time Only
May 1st through June 30th

This **PYREX Special** will hit the market in time for Mother's Day—supported by a full-color page in Life Magazine. Additional selling impact will come from another full page in the June issue of Family Circle!

GLAMORAMA DISPLAYS PAY DOUBLE—A beautiful set of Pyrex Dinnerware is yours free if you send us a snapshot of your window or counter display using the Pyrex Kitchen Glamorama promotion material. See your distributor representative for details. Extra material available . . . write to Sales Promotion Department, Corning Glass Works, Corning, N. Y.

CORNING GLASS WORKS • CONSUMER

Greatest Housewares Season!



*Put this powerful sales-maker
to work for you in May and June!*

Here's a promotion to make your housewares department a beehive of activity during the biggest season for these products. It's designed to stimulate sales of everything you carry in housewares!

Pyrex Kitchen Glamorama breaks countrywide with hard-selling, full-color double-pages in *Life* and *Progressive Farmer*. So, no matter where your store is located—in a metropolitan or rural community—you can cash in.

Plan a department-wide Kitchen Glamorama. Use the **FREE** promotion materials provided by Corning.

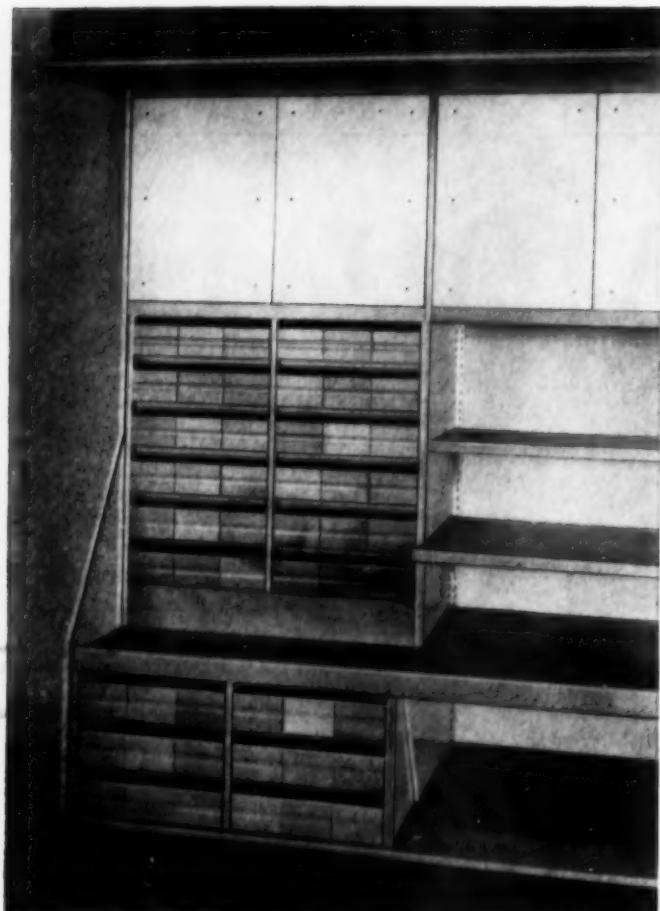
STOCK UP NOW. Check your stock against the Pyrex Ware shown above. This fast-moving merchandise will be in even greater demand during May and June.



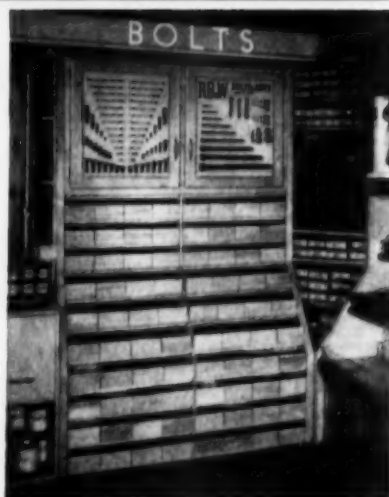
29½ Million Readers!

Many of your customers will be influenced by these full-color, double-page advertisements in *LIFE*, April 25th, and the May issue of *PROGRESSIVE FARMER*.

PRODUCTS DIVISION • CORNING, N. Y.



NEW NRHA Flexorama bolt and nut display. Check your State or Regional Hardware Association for details.



ORIGINAL NRHA bolt and nut display as it appears in the NRHA Merchandising Laboratory.

Here's how NRHA / RB&W teamwork pays off for you!

**New Flexorama bolt
and nut merchandiser
takes up only
2' 8" of wall space**

Your RB&W/NRHA merchandising team has done it again — with the new, flexible Flexorama display unit above. It's easier to use, requires less valuable space in your store — and it helps you sell fasteners *faster!*

As the bolt and nut manufacturer participating in your association's merchandising laboratory along with other leading hardware manufacturers — RB&W wholeheartedly recommends this newest addition to the NRHA merchandising units.

The man to see about stocking it with the complete quality fastener line is your RB&W distributor. Call him today, or write Russell, Burdsall & Ward Bolt & Nut Co., Port Chester, N.Y. 4.16



RUSSELL, BURDSALL & WARD

110 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG

Plants at: PORT CHESTER, N.Y.; CORAOPOLIS, PA.; ROCK FALLS, ILL.; LOS ANGELES, CALIF. Additional sales offices at: ARDMORE (PHILA.), PA.; PITTSBURGH; DETROIT; CHICAGO; DALLAS; SAN FRANCISCO. Sales agents at: NEW ORLEANS, DENVER, SEATTLE. Distributors from coast to coast.

Here's your opportunity of a lifetime for **EXTRA PAINT PROFITS!**

Dealers everywhere are making this statement: "Man, how Shingle n' Shake is selling!" It's being used in volume on mass housing developments, individual homes, commercial buildings, institutions—wherever there's any kind of rough

exterior surface to be painted—from brick to asbestos shingles. Yes, asbestos shingles! Those are things to remember about Lowe Brothers Shingle n' Shake . . . it's not just another outside paint, but one made especially to meet the particular needs of a tremendous untapped market!

. . . And that's why dealers everywhere say Shingle n' Shake has provided them with the biggest exterior paint-selling opportunity in many years. But it's only the beginning—the market is growing bigger every day!

Put Lowe Brothers Shingle n' Shake on your shelves now—make the most of this great opportunity for extra paint profits in your area. Write for complete information today!

The Lowe Brothers Company • • Dayton, Ohio

Lowe Brothers SHINGLE n' SHAKE Paint

Newest flat finish for all rough textured exteriors

SHINGLE n' SHAKE PAINT

PERFECT ONE COAT HIDE!

right for every rough exterior surface!

Asbestos shingles, wood shingles, shakes, rough-sawn siding, brick, cement, stucco—"S n' S" is perfect for all!

Alkyd-reinforced for longer wear. Fine range of wanted colors. Easily applied with brush or roller. Piles on—hides perfectly—dries quickly. One coat covers!

backed by a complete program of advertising support

LOWE Brothers
PAINTS • VARNISHES
DAYTON, OHIO



DRAINBOARD MATS

1104—Size: 16" x 17"

1105—Size: 16" x 14"

Colors: Red, white, marbled black, yellow, green, coralpink, chartreuse



DRAINBOARD TRAYS

1169—Size: 18" x 16 1/2" ... (for short drainboards)

1170—Size: 15 1/2" x 13 1/2" ... (for short drainboards)

1171—Size: 16" x 20 1/4" ... (for standard drainboards)

1172—Size: 19" x 22 1/4" ... (for standard drainboards)

Colors: Red, white, black, yellow, green, coralpink, chartreuse



SINK LINER MATS

1211—Size: 10" x 12"

1212—Size: 12" x 14"

1213—Size: 13" x 16"

Colors: Red, white, marbled black, yellow, green, coralpink, chartreuse



TWIN SINK DIVIDER MAT

1221—Size: 10 1/2" x 14"

Colors: Red, white, marbled black, yellow, green, coralpink, chartreuse

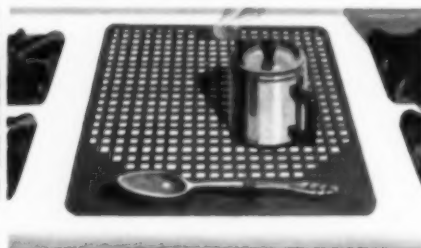


STOVE TOP MATS (Solid Style)

1302—Size: 11 1/2" x 18"

1370—Size: 16" x 20"

Colors: Red, marbled black, yellow, green, coralpink, chartreuse



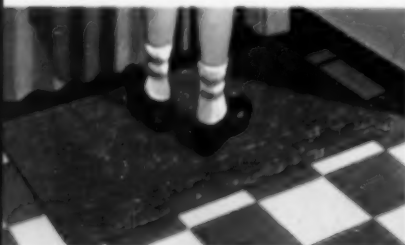
STOVE TOP MATS (Waffle Style)

1305—Size: 15 1/4" x 17 1/4"

1312—Size: 16" x 20"

(Larger Mat has Spoon Drip Tray)

Colors: Red, marbled black, yellow, green, coralpink, chartreuse



FLOOR MATS

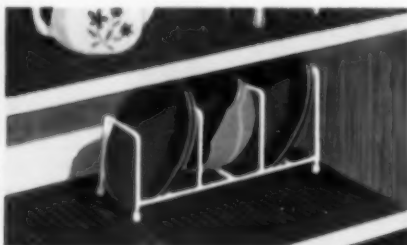
1406—Size: 18" x 32"

1415—Size: 17 1/2" x 28"

1416—Size: 18" x 34"

(Nos. 1415, 1416 have sponge rubber inset)

Colors: Marbled red with white, yellow with brown, green with white, black with white

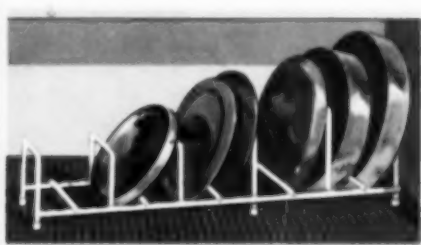


WALL CABINET SHELF-KUSHIONS

1617—Size: 11 1/4" x 3 ft.

1618—Size: 11 1/4" x 10 ft.

Colors: Red, marbled black, yellow, green, coralpink



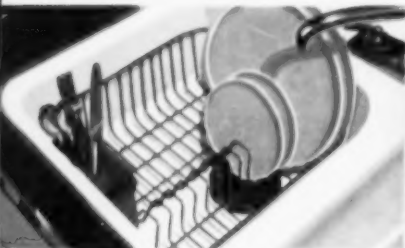
BASE CABINET SHELF-KUSHIONS

1627—Size: 22" x 3 ft.

1628—Size: 22" x 6 ft.

Colors: Red, marbled black, yellow, green, coralpink

Plate Racks: 6201—6" x 11" x 6"; 6202—6" x 20 1/4" x 6". Colors: Red, white, yellow, coralpink, chartreuse



TWIN SINK DISH DRAINER

6008—Size: 12 1/2" x 14 1/4" x 5 1/4"

Colors: Red, white, yellow, green, coralpink, chartreuse



STANDARD DISH DRAINER

6012—Size: 13" x 15 1/4" x 4 1/2"

Colors: Red, white, yellow, green, coralpink, chartreuse



DELUXE DISH DRAINERS

6032—Size: 13 1/2" x 17 1/2" x 5"

6072—Size: 15" x 18 1/2" x 6"

Colors: Red, white, yellow, green, coralpink, chartreuse

(Deluxe Drainers have special glassholders and removable, plastic silver cup)



SINK STRAINER

1702 (heavy, large)

Colors: Red, yellow, green, coralpink, chartreuse



DISHPANS

2949—Size: 13 1/2" diam. 4 1/4" deep

2950—Size: 15" diam. 5 1/2" deep

Colors: Red, white, yellow



DUST PAN

2001—All rubber

Colors: Red, black, yellow, green, coralpink, chartreuse

HERE'S YOUR STOCK FOR TOP DIVIDENDS

... the top-profit,
top-turnover
Rubbermaid line!



Small investment pays off fast!

Stock the rubber housewares preferred by women everywhere . . . Rubbermaid. Rubbermaid moves so fast it's one of the five top dollar producing lines in the whole housewares field. It's promoted in big, colorful national magazine ads. It has a gilt-edged quality reputation. And profits pile up because women come in for one item, buy several.

Get your share! Here's how!

STOCK the complete basic assortment of Rubbermaid . . . items, sizes and colors.

DISPLAY the complete line in a high traffic, easy-to-see spot.

PROMOTE Rubbermaid in your own local advertising. Use Rubbermaid's dealer helps.

REORDER regularly. Remember, Rubbermaid turns over fast. Keep stocked for top profits.

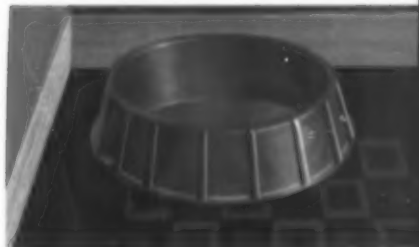
Rubbermaid  **HOUSEWARE**

THE WOOSTER RUBBER COMPANY, Wooster, Ohio



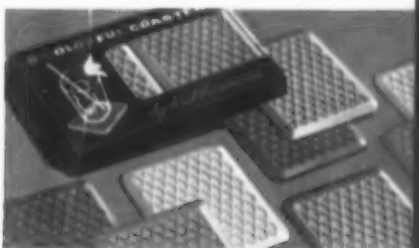
PLATE AND BOWL SCRAPERS

1901 (Std. blade, plain handle)
1904 (Std. blade, colored plastic handle)
1903 (Bottle scraper blade, colored plastic handle)
Handle colors: Red, white, yellow



PET FEEDING DISH

2501—Size: 7½" diam.
Colors: Red, green, coralpink



COASTERS

8810—Size: 3" x 4"
(8 coasters per set)
Colors: 2 each of coralpink, chartreuse, light blue, tan



BATH MATS

7010—Size: 14" x 26"
7011—Size: 16½" x 28½"
7022—Size: 18" x 30"
Colors: White, yellow, light blue, peach, light green



TOILET TOP TRAY

7201—Size: 6½" x 19½"
Colors: White, yellow, light blue, peach, light green



"Sure I'm sold on A.W. CUT NAILS!"

Here's why—

A.W. CUT NAILS are tough, dependable, drive fast and easy—and *stay in*. They have that extra holding power for a long-lasting job—with fewer nails and no re-nailing.

A.W. CUT NAILS are used for—
laying fine floors*
finishing
nailing to concrete and cinder block
wood scaffolding**
wherever nails *must hold*

A.W. CUT NAILS are made in sizes from 2d to 100d, with a type for every job. Hardened (quenched and tempered), they're the toughest nails for difficult jobs including concrete work.

*Recommended by the Maple Flooring Manufacturers' Association and National Oak Flooring Manufacturers' Association.

**Approved by the National Safety Council for all principal nailing points.

A.W. CUT NAILS

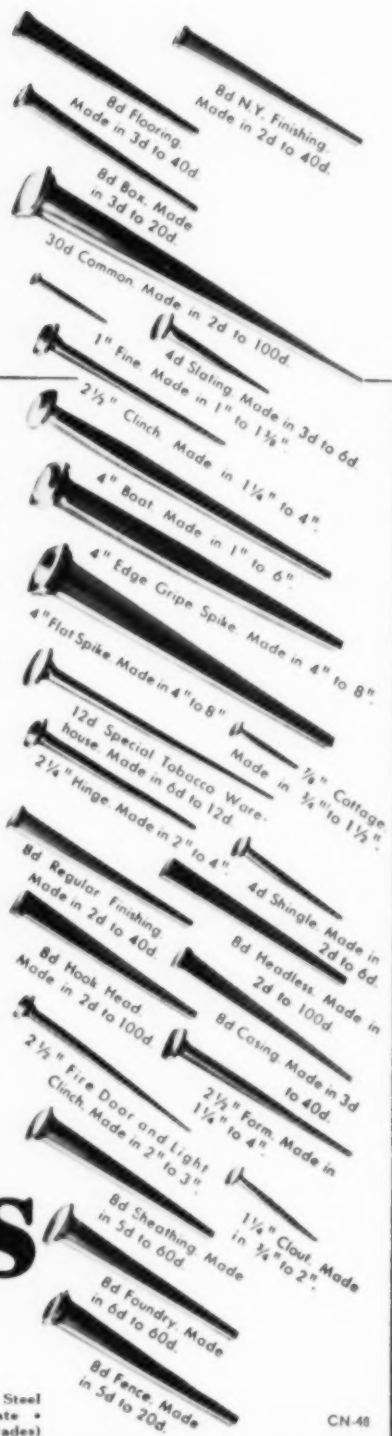
STANDARD & HARDENED GRADES

A Product of

ALAN WOOD STEEL COMPANY

Conshohocken, Pa.

Other products: A.W. ALGRIP Abrasive Rolled Steel Floor Plate • A.W. SUPER-DIAMOND Floor Plate • Plates • Sheets • Strip • (Alloy and Special Grades)



CN-48

"TWIN"*

*Trade Mark

*Rapidayton
Champion*



Model 50CT-CT405-T13

You owe yourself a good close look at one of these revolutionary Rapidayton "TWIN" Champions soon. There's a new high in simplicity and efficiency of design, a new low in price. What does it mean to you?

It pumps water from greater depths (down to 140 feet), and pushes it farther and higher (extra-high pressures)—it'll deliver full capacity at 40 lbs. pressure (not the 30% to 80% loss of one-impeller pumps)—it's easier and faster to install—it's available in a full group of convertible models for deep or shallow wells—and you'll have the lowest prices (with full trade discount, of course).

These are just highlights—your Rapidayton Wholesaler has all the details. Call him!

Rapidayton

Jet, Submersible and Reciprocating Water Pumps & Systems
"Hot-to-Cold" Water Systems • Colder Drainers • Water Seals

THE DAYTON PUMP & MANUFACTURING CO.
Dayton 1, Ohio

*Only "package"
Jet Water System
that pumps from
0 to 140 foot
depths!*



**Two Impellers!
Pumps Full Capacity
at 40 lbs. Pressure!**

Pumps with a single impeller lose 30% to 80% of their pumping capacity at 40 lbs. pressure... but not the new "TWIN". Second impeller plus "Quad-Volute" design holds full capacity at 40 lbs. to meet "modern living" requirements.

**Complete ½ H.P. "Package"
Water System—only**

\$149.50 retail (f.o.b. factory)

**for pumping depths down to
110 feet.**

Only \$129.50 retail for pump, and ejector, without tank.

Only \$164.50 retail for ¾ H.P. "Package" system for pumping depths down to 140 feet.



**True Convertibility!
Faster Installations!**

Same pump works on deep or shallow well by changing position of ejector—no extra pump parts to buy. "Quick-Connect" flange for faster installations eliminates threading, clamps, adapters, unions and slip couplings. Plastic or steel pipe slides into pump for fast, easy hook-ups.



This new

The

USS
CYCLONE
"Red Tag"

HARDWARE PRODUCTS

INSECT WIRE SCREENING

Available in Galvanized Steel, Bronze and Aluminum. In standard 18 x 14 mesh in 24, 26, 28, 30, 32, 34, 36, 42 and 48-inch widths. The firm, even mesh and lasting good-looks of Cyclone Insect Wire Screening mean a good job every time. Complies with all requirements of Commercial Standard CS-138-49.

CYCLONE FENCE
A WIRE SYSTEM

AMERICAN
PAULIAN, RICHARD

CYCLO
AMERICAN STEEL & WIRE DIVISION
(LINDS)

UNITED STATES STEEL CORPORATION

UNITED STATES STEEL CORPORATION
BRANCHES IN PRINCIPAL CITIES
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

hardware products catalog you to STOCK and SELL

NUMBER 1 *Quality Line*

This new catalog is more than a buyers' guide. It is also chock-full of selling information—good, sound reasons why your customers will like Cyclone Hardware Products.

Here, in one convenient, file-size book is the most up-to-date information on such fast-moving items as Cyclone Lawn Fence and Gates, Cyclone Insect Wire Screening and Hardware Cloth, Cyclone Catch-All Baskets, and Cyclone Flexible Steel Mats.

If you haven't already received this useful book, ask your jobber for your copy, or write direct to Waukegan. You'll need it. It simplifies ordering. It points out the fea-

tures that make these top quality hardware products *sales leaders*, it provides you and your salesmen with the strongest kind of sales ammunition.

Yes, get this new catalog without delay. See for yourself just how complete the famous Cyclone line is. And, remember, when you carry Cyclone Hardware Products, you have the advantage of concentrating on one nationally famous line. The familiar Cyclone "Red Tag" is readily recognized as the symbol of highest quality.

See "THE UNITED STATES STEEL HOUR"—Televised alternate weeks—Consult your local newspaper for time and station.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK



Straight, parallel wires . . . even picket tops . . . and a durable galvanized finish make Cyclone a better-looking, longer-lasting fence. In both woven and welded styles . . . single-loop and double-loop construction. In heights of 36, 42 and 48 inches. Gates to match. Flower Bed Border and Trellis also available.



Top quality woven cloth with flat selvage that fits snugly under mouldings. Welds easily to steel. Wires are straight and even. Heavily galvanized for long life. In 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh sizes. Also in 3/4" and 1/2" heavy grades . . . in 24, 30, 36 and 48-inch widths. Complies with all requirements of Commercial Standard CS-132-46.



It's easy to see why Cyclone Catch-Alls have been called the biggest basket value on the market today. They hold nearly three bushels of waste. The close mesh, heavy wires and circular shape make this a basket that will last and last. The raised bottom permits ample draft for complete combustion.



Will outlast any other type of mat on the market. Made from top-quality galvanized steel strip. There are no rough, sharp edges to damage footwear. Ideal for residential porch use, they also meet a wide variety of commercial and institutional uses. Available in 12 sizes in 1" x 1" and 1/2" x 1" mesh.



USS CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL



Savage

SAVAGE · STEVENS · FOX Firearms



NEW! 99-F
FEATHERWEIGHT

presents new



NEW! MONTE CARLO
STOCKS ON
SAVAGE "32's"

sales winners



NEW! SINGLE TRIGGER
FOX MODEL B-51

for 1955

New Models—

New Features—

for More Sales

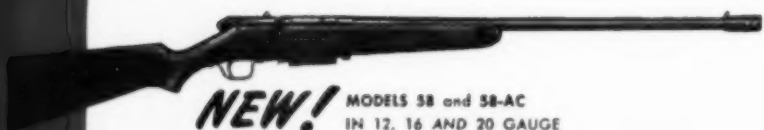
You'll win new firearms sales in 1955 when you stock and feature these new Savage-Stevens-Fox "First in the Field" models.



NEW! MODELS 775-755 AUTOMATIC SHOTGUNS
NOW AVAILABLE WITH
SAVAGE SUPER-CHOKE



NEW! MODELS 77 and 77-5C
NOW IN 12 AND 16 GAUGE



NEW! MODELS 58 and 58-AC
IN 12, 16 AND 20 GAUGE

SAVAGE ARMS CORPORATION

Firearms Division, Chicopee Falls, Mass.

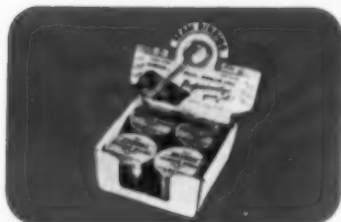
**Look to NATIONAL
for quick sales
... nice profits**

**A 2½ Minute
Preview
OF FAST-MOVING
NATIONAL
PRODUCTS**



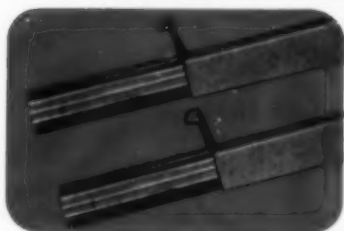
THRESHOLDS, SILLS, SADDLES

All are furnished pre-cut to standard sizes, highly polished, completely machined and individually wrapped with necessary hooks and screws—ready for simple, speedy installation. They're made of highest-quality aluminum or bronze in a wide range of styles to suit your customers' varied requirements.



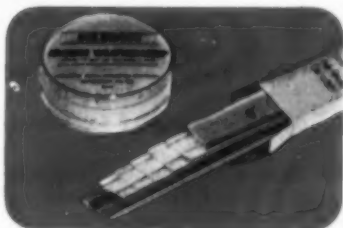
LINOLEUM BINDING AND EDGING

Colorfully-packaged National and Columbia Binding is truly a best-seller. Each convenient, self-service carton contains one dozen clear plastic packages of ¼" linoleum binding—12' long, punched for installation and with nail supply enclosed. Comes in brass, aluminum or stainless steel. Edging is available in plastic package (12' roll) and in 75' lengths.



METAL AND FELT DOOR SWEEPS

Made of 26-gauge metal and tough, durable felt, National Door Sweeps can be readily installed by any home-owner with only a screwdriver. They're 1¼" wide ... have slotted holes for simple adjustment ... come in brass, steel or aluminum ... and are attractively packaged. Stock National Door Sweeps and watch how fast they move.



MEMBER
WEATHERSTRIP
RESEARCH
INSTITUTE

PACKAGED WEATHERSTRIPPING FOR DOORS AND WINDOWS

Available in sizes for all standard windows and doors, National's Packaged Weatherstripping has been a popular item for years. It's packed in individual cartons that contain enough prefabricated material to weatherstrip one window or one door, along with sufficient screws and nails plus installation instructions. In addition, National makes Packaged Spring Bronze which comes in a handy, eye-catching plastic case—17' or 100' rolls.

**Order from
your jobber
today—or
MAIL
COUPON
for catalog
and price
schedule.**



1001 Ridge Avenue Pittsburgh 33, Pa.
P.O. Box 9965

☐ Please send catalog and price list.

☐ Advise name of my nearest jobber.

Name _____

Address _____

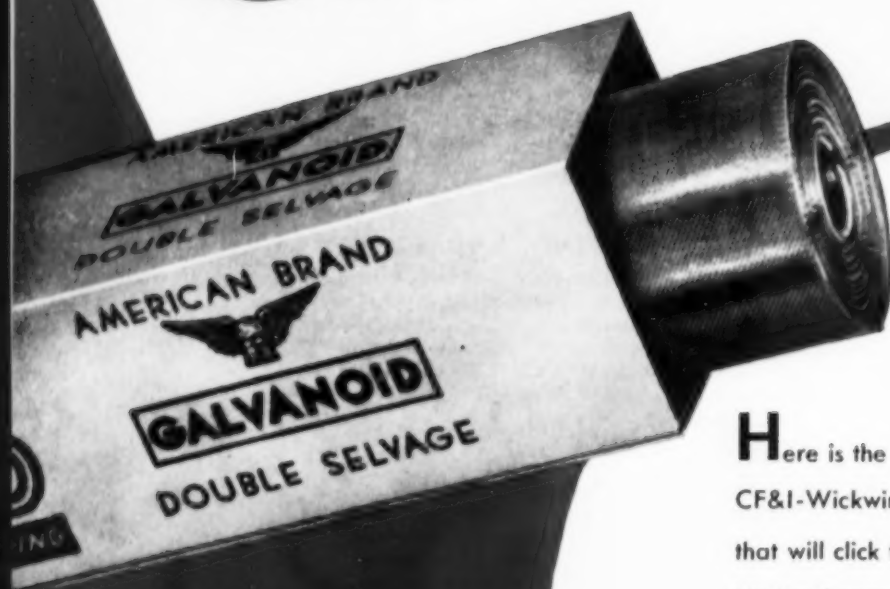
City _____ Zone _____ State _____

THE

Big Ten

IN

CF&I-WICK



1. AMERICAN GOLD STRAND® INSECT WIRE SCREENING

In Galvanoid, Bronze or Aluminum to meet every customer requirement. Available with the following selvages: (1) Standard ten round wire selvage. Ten round wires in each selvage. (2) Flat wire selvage. Five flat wires and seven round wires in each selvage. (3) Special wide flat wire selvage. Designed for tension screens. Contains eight double round wires and one ribbon type flat wire $\frac{1}{4}$ " wide. (4) Special wide double flat wire selvage. Designed for tension screens. Contains six double round wires and two ribbon type flat wires both $\frac{1}{4}$ " wide.

Here is the hardware line—
CF&I-Wickwire Hardware Products—
that will click throughout the year.

National warehousing facilities mean extra
convenience for you . . . quick and easy
supply because of immediate shipment
from warehouse stock. On every point—
quality, appearance and service—

CF&I-Wickwire Hardware Products are
your best choice. Contact your jobber or
call our nearest sales office.

CF&I-WICKWIRE
HARDWARE PRODUCTS
THE COLORADO FUEL AND IRON CORPORATION



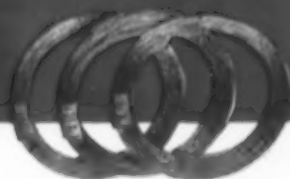
WIRE

A roll of Clinton Hardwood Cloth, showing the brand name and product type on the label.

There is always a new use for hardware cloth, and it sells all year long. Clinton Hardware Cloth is heavily galvanized after weaving for maximum rust resistance. Hardware Cloth is manufactured and sold under the brand name CALWICO in the West.



An extra strong selvage keeps Clinton Hex Mesh Netting from sagging. It hangs well and is easy to handle. Manufactured in all standard widths, meshes and wire gauges.



Long-wearing, strong, flexible, rust-resistant. Smooth, lustrous surface. Coils of 50', 100' or connected lengths. Manufactured in three grades: 4 strand twisted, 6 strand twisted, and regular hollow cable.



Electrically welded joints mean extra strength and rigidity. Easy to handle and install.



Heavy duty springs for heavy doors and gates. These long-lasting springs are made of oil-tempered wire.



Unequalled for durability, toughness and rust-resistance. Made of selected wire and available in black japanned and galvanized finishes.



A soft annealed wire with many uses in the shop or home. Supplied in 50 and 75 ft. coils packed 12 per box; or on 2 and 5 pound spools.



Popular for haystack and stovepipe wire and general farm use. Furnished in 16 through 24 gauge in 8" inside diameter coils weighing approximately 12 pounds. Stone wire coils are wrapped in a heavy protective paper.



This tough and versatile wire is ideal for general use. It is available in 6 through 18 gauge in annealed or galvanized finishes. Annealed wire is soft and easy to bend; galvanized wire is protected with selected zinc for greater outdoor life. Merchant wire is packaged in 100-pound bundles.

HARDWARE BUSINESS TRENDS

AND PRICE CHANGES

Record Peaks for Production, Sales Predicted for First Half of 1955

THE FIRST HALF of 1955 will definitely be a period of rising business activity. Factories are pouring out a volume of goods to keep pace with the high level of orders. Even so, an order backlog is developing. At the same time, personal incomes are increasing along with employment.

Never has the consumer expressed more confidence in the soundness of the nation's economy. Purchases of both hard and soft goods are running high.

In all, it is a period of high production, high employment and high sales. The tremendous rate of production, accompanied by the tremendous volume of sales, of automobiles certainly has played a major role in building up business activity in the year's first half. However, production of virtually all other commodities has risen also.

The increase in installment credit reflects the upturn in consumer purchasing. Still another reason for rising sales can be found in the upward trend in people's incomes. As reported by the Department of Commerce, personal income is running at an annual rate that is nearly six billion dollars higher than a year ago, or about 290 billion dollars a year before taxes.

Meanwhile, prices received by farmers firmed up in January but were nearly six percent below a year earlier. With the volume of marketings also smaller, farmers' cash receipts from marketings totaled about 2.4 billion dollars, nearly a tenth below a year earlier.

Wholesale Sales in Slight Decline

SALES by the nation's wholesalers in 1954 were one percent less than in the previous year. In contrast sales by hardware whole-

salers were off a bit more—down six percent from 1953.

Hardware wholesalers in the South Atlantic region reported a seven percent decline for the period; the East South Central group listed a one percent decline, while hardware wholesalers in the West South Central region reported a five percent increase.

Employment Declines Less Than Usual

EMPLOYMENT in early January totaled nearly 60.2 million workers, about a half million below December. This post holiday decline was considerably less than usual and the corresponding rise in employment to 3.3 million in January was less than usual for the period. The civilian labor force was unchanged at 63.5 million from December to January.

Increased Demand for Building Material

SALES BY LUMBER, building and hardware stores rose with the increase in building activity and in

January were seven percent larger than a year earlier. Production of building materials rose moderately over the year. Construction costs in general were fairly stable in 1954 though there were some increases in wages and prices of building materials toward the end of the year.

Record Income Bolsters Demand

CONSUMER INCOME after taxes, generally the most important factor influencing consumer spending, according to the Department of Commerce, rose to an annual rate of nearly 256 billion dollars in the last quarter of 1954, about three billion dollars above the third quarter and five billion above a year earlier. Personal income payments for December, the latest month reported, were two billion dollars above the fourth quarter rate, suggesting a sizable continued rise in consumer disposable income.

Crop Prices Average Higher

CROP PRICES in the last quarter of 1954 averaged nearly four percent above a year earlier with sizable gains indicated for several major
(Continued on page 148)

Consumer Buying Continues High

AS THE FIRST quarter of 1955 approached its end consumer buying continued to gain in strength. This continues the trend begun in the last half of 1954. Actually, consumer buying was down seasonally in January but continued near the advanced December rate. Department store sales declined slightly less than usual from December

and were nine percent above January 1954. Generally, total retail sales in January were slightly above a year earlier.

Final sales estimates for the last quarter of 1954 totaled more than two percent above the third quarter and four percent above a year earlier. Retail sales of all major groups of stores increased in the latter part of 1954 with sizable gains for automobiles, food, clothing, household appliances, and building materials.



"ECONOMY-PAK"

STOVE PIPE and ELBOWS



Patent Applied For

Now!
NEW TYPE
ELBOWS
NEST INSIDE
PIPE

*Saves 37½%
Storage Space...*

Cuts ELBOW COST ⅓

**Eliminates
Separate
ELBOW
CARTONS**



The NEW Way To Buy Stove Pipe and Elbows

WITH skillful engineering and specially built equipment, JACKES-EVANS has developed an entirely new type of universal joint or elbow that will not bind while being turned. Definitely outmodes all previous types. Swivel joints are absolutely smooth and permanently interlocked. Seams are electrically welded. Unsightly rivets and bulges are eliminated.

Because of their new, improved design, these elbows are readily adjustable to any desired position and make possible new methods of packaging and shipping. Two elbows are packed in each carton of 25 joints of regular SNAP LOCK or EASY LOCK pipe. Extra elbow cartons are thereby *eliminated*! You save the difference... reduce handling costs... and cut required storage space by 37½%.

NEW DESIGN UNIVERSAL ELBOW — easily adjustable to any desired position — makes possible SPACE SAVER PACKAGE with sensational savings!

Two Elbows packed with each 25 joints of "J-E" Snap-Lock or Easy-Lock Pipe. All made of famed St. Louis Blue Tempered Steel.

MAIL COUPON TODAY

JACKES-EVANS MFG. CO.

Dept. L

4427 Geraldine Ave., St. Louis 15, Mo.

YES, I'd like more information on the NEW "ECONOMY-PAK". No obligation.

Firm _____

My Name _____

Address _____

City _____

State _____

My Wholesaler _____

Address _____

JE

JACKES-EVANS MFG. CO.

"Since 1888"

HARDWARE INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

Russell, Cherry Firms to Represent "Peg-Board"

B. B. BUTLER Manufacturing Co., Bellwood, Ill., has appointed the Ralph E. Russell Co., of Dallas, Texas, and the J. McEwen Cherry



Cherry

Russell

Co., Nashville, Tenn., as representatives in the south and south-western states, for its counter type and floor type "Peg-Board" dispensers and displays.

The Russell organization will call on wholesalers in Texas, Oklahoma, Arkansas and Louisiana. The Cherry company will service wholesalers in Alabama, Mississippi, Tennessee, Kentucky, Florida, Georgia, North Carolina, South Carolina and Virginia.

Both will work under Russell Porter, sales manager of the "Peg-Board" division of Butler.

Pilkington Appoints New Southern Rep

R. B. PILKINGTON, manufacturers' representative, with headquarters in Jacksonville, Florida, has announced the appointment of a new sales representative. He is George E. Scoville, formerly with Vlchek Tool Co., Cleveland, Ohio. Mr. Scoville, who makes his headquarters in Atlanta, will cover the northern half of Georgia, eastern Tennessee, western Virginia, western North Carolina, and the north-west half of South Carolina.

John Riley presently covers Virginia and North Carolina for the company.

Formerly headquartered in Atlanta, Mr. Pilkington has moved his offices to 1016 La Salle St., Jacksonville 7, Fla.

Huey & Philp Adds Three to Board of Directors

R. A. SLACK, Olan Godwin and Walter A. Akard have been added to the board of Huey & Philp Co., Dallas, Texas, President J. E. Ziegelmeyer has announced.

Slack has been with the com-

pany since 1916 and has been a vice-president since 1936. Godwin joined the company in 1936 and has been assistant secretary since 1950. Akard is of Akard & Co., manufacturers' agents. His father, Arthur A. Akard, has been a director since 1942.

Re-elected as members of the board were Arthur A. Akard, Alvin H. Lane, William H. Philp, George Roseburg, Dr. R. A. Trumbull and Ziegelmeyer.

Lane, formerly secretary and general counsel, was elected vice-president and general counsel. Dr. Trumbull, formerly treasurer, was named vice-president and treasurer. (Continued on page 50)

Nationally Known Speakers on Palm Beach Convention Program

SPEAKERS of nation-wide reputation will be featured on the program of the joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association. The convention meets in Palm Beach April 10-14.

There will be one principal speaker at each of the three joint convention sessions. On Monday evening the speaker will be Clement D. Johnston, president of the Chamber of Commerce of the United States. The subject of his talk had not been determined at press time. Richard Harkness, chief of NBC's Washington news bureau, will be the Tuesday morning speaker. His subject will be, "Behind the Scenes in Washington." Allan B. Kline, long-time president of the American Farm Bureau Federation, who just retired from that position this year, will address a joint session of the two associations on Wednesday morning.

The first business session of the SWHA will be held Tuesday morning. Featured speakers are: George D. Wilkinson, management consultant, who will talk on "A Profit Improvement Program," and

W. H. Gove, vice-president and sales director, EMC Recording Corp., who will give an address entitled "You Make the Difference."

In their business session on Wednesday morning SWHA members will hear an address on "Salesmen's Compensation" by S. D. May, Bluefield Hardware Co., plus a panel discussion of "Sales Promotion Helps for Dealers." Panel members will be: W. E. Smith, J. A. Chamberlain, and F. V. Coke.

R. M. Oliver, Manager of Portable Appliances, Westinghouse Electric Corp., will give the final address in this session. His subject will be: "Somebody Is Going to Get the Business."

The annual meeting of the SWHA on Thursday morning will include discussions on "The Returned Goods Problem" by John Collar, and "Salesmen's Samples" by W. D. Stuart, Jr.

An elaborate entertainment program has been planned for visiting delegates. It will include a golf tournament for the men, dances, fashion show for the ladies, and an impressive water show on Tuesday evening.

Make Money on these Two Top-Selling... Top-Profit Lawn and Garden "Do-It-Yourself" Kits

PLASTEX

Swirl Spray

UNDERGROUND LAWN SPRINKLING SYSTEM

Here's the system that's designed right and priced right for every homeowner. SWIRL SPRAY ends tedious hand watering... new design pop-up sprinkler heads automatically soak an average 1200 sq. ft. lawn quickly and correctly at the turn of a faucet. Anyone can install this complete underground system in a few hours without damaging lawn. Connects direct to outside faucet—operates efficiently on average pressures.

Cash-in on SWIRL SPRAY now... it's an all summer profit-maker.

\$24⁹⁵

Packed in
corrugated shipper
with eye-catching
Day glow poster.



\$16⁹⁵

Packed in
corrugated shipper
with eye-catching
Day glow poster.

PLASTEX Handy Hydrant

FOR LAWN, GARDEN, FARMYARD

Sell this new watering convenience — it appeals to all your customers, farm and city dwellers alike. HANDY HYDRANT is the permanent yard faucet that saves steps... carrying water... dragging long hose. Easy-to-install, corrosion proof PLASTEX underground pipe line connects direct to outside faucet. Heavy duty hydrant has automatic drain in base to protect system during freezing weather.

Display HANDY HYDRANT and see it sell... it's a real money maker for your garden department.

Contact your wholesaler or write direct.

PLASTEX

THE PLASTEX CO. • 402 N. Vermont Ave. • Columbus, Ohio

er. Godwin was promoted to secretary.

Re-elected as officers were President Ziegelmeyer, Executive Vice-President Roseburg, Vice-Presidents Arthur A. Akard, Slack and Philp.

Perfection Appoints Southern Salesman

PERFECTION Stove Co., Cleveland, Ohio, announces the appointment of Julian D. Hendrix to travel in southern Alabama, northwestern Florida and in a few counties in southwestern Georgia. His head-



Julian D. Hendrix

quarters will be in Pensacola, Fla.

After leaving the University of Texas, Hendrix went into sales work, first with a wholesale firm. In 1939 he went with the American Thread Co. as a salesman, traveling in Texas, Arkansas, Louisiana and Mississippi. He moved to Pensacola in 1950 and went to work for a local hardware company, his last post before joining the Perfection organization.

Coleman Co. Adds Two District Sales Reps

THE COLEMAN Co., Inc., Wichita, Kansas, has added two southern district representatives to the field sales staff of its Outing Products Division, C. L. Burrows, sales vice-president, announces.

Bernard Daly, a Coleman employee since 1942, has been assigned to western Texas and New Mexico.

Pat B. Larimer will represent the company in South Texas and will make his headquarters in Houston.

William E. Cross Dies in Middleton, N. Y.

WILLIAM EDWARD CROSS, hardware executive and civic leader, died January 29 at his home in Clemson Park, Middletown, N. Y., after a long illness. Mr. Cross was president of three industrial hardware concerns in Middletown, Clemson Bros., Inc., Victor Saw Works, Inc., and Napier Saw Works, Inc.

Mr. Cross joined Clemson Bros. in 1918, and during his business career was appointed first sales manager and then treasurer. He became president of the three hardware companies in 1946. He



William E. Cross

was also a former president of the Hack Saw Blade Manufacturers Association.

Born in Chester, Pa., October 7, 1886, Mr. Cross moved to Middletown in 1915. He was a well known civic leader and was an effective speaker. Mr. Cross is survived by his widow and two married daughters.

Plans Set for Texas Builders Hardware Meeting

THE TEXAS Builders Hardware Club, Dallas, Texas, in collaboration with the American Society of Architectural Hardware Consultants and the National Builders Hardware Association will present the Texas Builders Hardware Institute at the University of Houston, Houston, Texas, August 22-26.

Officers of the Institute are: president, Jack Thorpe, Calcasieu Lumber Co., Austin; first vice-president, W. F. Millican, Jr., Hidell Hardware, Dallas; and secretary-treasurer, W. W. Philleaux, Huey & Philp Co., Dallas.

Serving on the educational committee are: W. F. Millican, Jr., chairman, Dallas; Joe Murphy, San Antonio; Wm. R. Weston, Sr., Dallas; Hollis DeVines, Houston; J. R. Hudnall, Houston; Ralph D. Irwin, Jr., Dallas; W. W. Philleaux, Dallas; James Japhet, Austin; and Al Vos, Dallas.

Highlights of the program will include: analysis of products; esti-

mating, scheduling, detailing and ordering, with illustrations by full size electric projector slides; instructions in specification writing and preparing specifications for a particular building; estimating and quoting on specific, identical plans, with selection of hardware from numbers of various manufacturers, as well as pricing to the advantage of both the architect and the owner, stressed. Cocktail party and banquet will be held on the evening of the 26th when certificates will be awarded to those who can qualify.

Registration fee is \$40 which includes the cocktail party and dinner. Advance registration may be made by contacting the club at 315 North Tennant, Dallas.

All registrants living out of Houston are required to stay on the campus, and rooms will cost \$4 each for single room and \$3 each for double (twin-bed) room. Couples can be accommodated, and cots are available for children at small extra cost. Food will be available at the university cafeteria.

Save Space...Save Time...SELL MORE ROPE!



with
**Columbian
COLPACK
Coil Cartons**

Make 4 sq. ft. of Floor Space Pay
Off in High Impulse Sales with
**COLUMBIAN
COLPACK DISPLAY RACK**



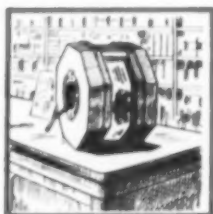
Combines neat, handy Colpack Cartons
of all sizes in a single compact, eye-
compelling display! In 20" x 29" of
floor space, rack holds one Colpack 25,
two 50's and one box of 100 ft. con-
nected coils. Comes completely as-
sembled, ready to use.

*Columbian Displays Make Money
... Ask Your Jobber to Prove It!*

Sturdy, easy-to-handle Colpack Car-
tons dispense Columbian Pure Manila
or Radium Sisal in diameters from $\frac{1}{4}$ "
through $\frac{3}{4}$ ". Rope stays properly
coiled at all times. Each foot is in
prime condition as it leaves the box!
Octagonal shape of the carton adapts
it to your storage and display space.
Place it anywhere — on floor, on coun-

ter, under counter, or in basement —
and it serves as storage bin, display
unit and dispenser.

Order Columbian Pure Manila and
Radium Sisal Rope in 25, 50, 75 and
100 pound Colpack Cartons from
your jobber. Price per pound same as
ordinary coil.



TAKES LESS ROOM

Compact cartons save room,
make room for complete
stock, preventing lost sales.
Store or display anywhere.



LOOKS BETTER

Always clean, compact,
neatly coiled. Free from
dust, oils, abrasives. No
lashings to cut.

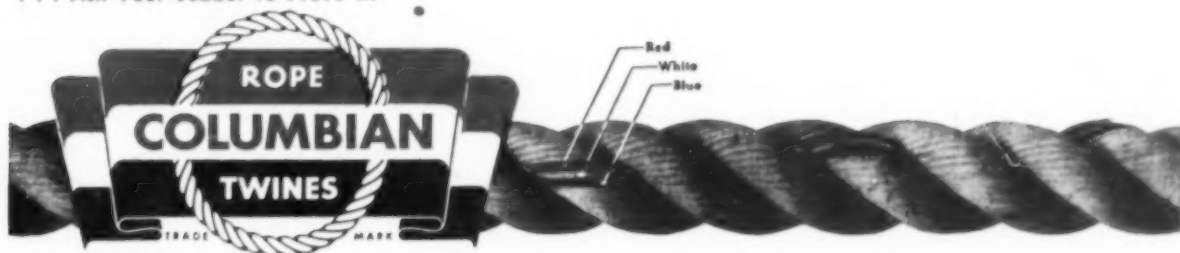


EASIER TO DISPENSE

Simply punch out hand hole
at top of carton. Pull rope
end, cut. Remaining end
always easy to reach.

COLUMBIAN ROPE COMPANY, Auburn "The Cordage City", N.Y.

THE ROPE WITH THE RED, WHITE AND BLUE MARKERS





Left to right, Robert E. Harper, chairman, NBP; Vice-President Richard M. Nixon; Former President Herbert Hoover, recipient of the 1954 NBP Silver Quill Award; and Harvey Conover, chairman of the board of NBP, and master of ceremonies of the NBP Silver Quill Award Dinner

Silver Quill of NBP Presented Herbert Hoover at Award Dinner

FORMER PRESIDENT Herbert Hoover was the recipient recently of the highest tribute of the business press, the 1954 Silver Quill Award of National Business Publications, Inc.

The presentation of the award was made by Vice-President Richard M. Nixon, the recipient of the 1953 Award. The award was made at the National Business Publications' Silver Quill Award Dinner, held in Washington, D. C., before a group of nearly 1,000 member-publishers and their guests representing nearly every branch of business and industry, as well as government.

Harvey Conover, president, Conover-Mast Publications, and chairman of the board of National Business Publications, served as master of ceremonies. In his introductory comment, he pointed out that "sound business decisions are essential to the continuing prosperity of our enlightened economy. Business magazines are dedicated to the enduring service of providing the knowledge that is necessary for those sound decisions. That is why we seek each year to present our Silver Quill Award to that person who has best epitomized those things for which we stand and in which we serve. The Silver

Quill of NBP, like the organization that awards it, is synonymous with consecrated service to business and industry and to the government that guarantees our freedom of enterprise."

Service to Business

The 1954 Silver Quill Award to former President Hoover was made on the basis of his distinguished services to business and industry through the leadership he has provided in the planning, programming, and progress of the Commission on Organization of the Executive Branch of the Government.

An interesting feature of the award dinner was a series of three minute talks on various aspects of government and business by several members of the Cabinet of the United States, heads of governmental departments, and nationally known industrialists and businessmen.

SOUTHERN HARDWARE, as well as the other six magazines published by W. R. C. Smith Publishing Co., is a member of National Business Publications. William J. Rooke, chairman of the board of W. R. C. Smith Publishing Co., is currently serving as vice-chairman of NBP.

Walter Tips Co. Names New Executive Officers

CARL A. JOHNSON has been named president of The Walter Tips Co., Austin, Texas, following a meeting of that organization's board of directors.

George C. Schutze serves as executive vice-president of the wholesale hardware firm and Dan F. Searight has been named honorary president.

All appointments became effective January 3, 1955.

Rockwell Division Names Two to Key Sales Posts

TWO PITTSBURGHERS have been promoted to key sales posts in Rockwell Manufacturing Co.'s Delta Power Tool Division. F. P. Maxwell, vice-president has announced



Thomas C. Mortimer

Thomas C. Mortimer, woodworking products manager for the past two years, has been named southern regional sales manager with headquarters at Atlanta, Ga.

Samuel W. Brown, assistant to the vice-president for the past year, succeeds Mortimer as woodworking products manager.

A native of Sharon, Mass., Mortimer joined Delta in 1948 as district sales manager for the Boston area. Brown served as assistant to the vice-president in charge of engineering and research for five years before being named assistant to the vice-president.

now you can make a *major* department of outdoor products with these new...



Duncan Hines[®] GRILLS



12 MODELS
TO CHOOSE
FROM



*TM-Duncan Hines Institute, Inc.

- An Accepted "Selling" Name
- Many "Stand-Out" Selling Features

LITTLE BROWN JUGS[®]



MANY
SIZES AND
MODELS TO
CHOOSE FROM

LITTLE BROWN CHESTS



- Little Brown Jug with a New "Sculptured" Design.
- Truly Premium Products of America's Foremost Maker of Jugs and Chests.
- Jugs and Chests with Double Thick Insulation that Holds Hot or Cold Longer
- Both Have New Sparkling Beauty — New Features Galore
- Brand New Streamlined Two-Tone Color Styling

ORDER FROM YOUR JONES
HEMP AND COMPANY INCORPORATED

Producers of Quality Metal Products for 72 Years

5437 MURRAY STREET

MACOMB, MICHIGAN

King Plow Official Dies in Atlanta

STEPHEN L. HICKS, secretary and treasurer of the King Plow Co., Atlanta, Ga., passed away February 4, in Atlanta, Ga. Mr. Hicks was 56 at the time of his death.



Stephen L. Hicks

Born in Chattanooga, Tenn., Mr. Hicks first became connected with the King Plow Co. as head bookkeeper in 1925. In 1928 he went to Havana, Cuba, as assistant manager of the Havana Country Club, a position he held until 1941.

Returning to the King Plow Co. in 1941, Mr. Hicks was made secretary and treasurer in 1949.

In addition to his wife, Mr. Hicks is survived by his son, three sisters, two brothers, and one grandson.

Texas Hardware Mutual Holds Annual Meeting

AT THE ANNUAL policyholder and directors meeting of the Texas Hardware Mutual Fire Insurance Co. held in Dallas, the following were elected to the board of directors: A. P. Sharp, of Troup; U. C. Roney, Corsicana; Hugo W. Schoellkopf, Dallas; Charles H. Flato III, Kingsville; Robert Myers, Gainesville; R. C. Overstreet, Crockett; Harvey R. Turner, Navasota; Charles A. Washmon, Harlingen; R. H. Lindop, Dallas; Frank Halla, El Paso; B. O. Goldthorn, Alice; C. W. Scheurer, Sherman,

S. K. Seymour, Jr., Columbus; Rex G. Payne, Center; Porter Henderson, San Angelo.

The following officers were elected: chairman of the board, A. P. Sharp, Troup; president, Charles A. Washmon, Harlingen; vice-president and treasurer, Hugo W. Schoellkopf, Dallas; vice-president and assistant treasurer, R. H. Lindop, Dallas; executive secretary, Ray M. Souder, Dallas; and secretary and general manager, Lester E. Edwards, Dallas.



Edward V. Biven

Graham to Represent Plastic Woven Products

JOHN H. GRAHAM & Co., Inc., New York, has been named sales representatives for Plastic Woven Products, Inc., Paterson, New Jersey.

In announcing the appointment, Sales Manager Charles G. Smith of the Paterson concern stated that the Graham organization will handle sales of its company's entire line in forty-five states. Products manufactured by Plastic Woven include: Firestone Velon Screening, Air-Lite Fiberglass Screening, Air-Lite Saran Screening, Air-Lite Saran Chair Webbing and Air-Lite Saran Outdoor Furniture Cloth.

U. S. Expansion Bolt Appoints Biven

RECENTLY appointed to the sales staff of the U. S. Expansion Bolt Co., York, Pa., is Edward V. Biven of Temple, Pa.

Biven, in the capacity of district sales manager, will cover Tennessee, Alabama, Georgia, Florida and New Orleans, Louisiana. His accounts will be supplied from the company's warehouse in Atlanta, Ga.

Biven will make his headquarters in the South in the near future.

Texas Builders Hardware Club Meets



The Texas Builders Hardware Club met at the Adolphus Hotel, in Dallas, Texas, in February. Among those in attendance were the board of directors of the National Builders Hardware Association; its managing director, John Schoemer; and his executive assistant, William Haswell. The club is composed of personnel from builders hardware companies throughout Texas, and includes such wholesalers as Huey & Philp, Walter Tips Co., San Antonio Machine & Supply Co. and many others.

Blaze New Sales

IN SPINNING WITH...

Bronson leads the way with a terrific threesome to capture every spinning reel sale! Whatever your customer's price bracket—however he likes to spin—Bronson offers the best buy in spinning.



The Bronson *Jet*

This precision reel displays Bronson's finest craftsmanship. Its super-smooth drag is a masterpiece of perfection—always exact tension without grab or jerk. To assure flawless operation, there's a pinch-free device on the "Jet" that prevents line tangle behind the spool. And there's no more bother with a lost drag adjusting nut—on the "Jet" it's fixed to the spool for keeps. For sure customer satisfaction, nothing compares to the "Jet" with oilite bearing—beveled nylon pinion gear—non-reversing crank button—full bail pick-up—hardened roller guide and lustrous satin finished aluminum frame.

\$14⁹⁵



No. 500

The Bronson *4-Way*

You've never seen such a versatile reel—and at a popular price! Its ingenious design permits using it as a right hand model—a left hand model—with full bail pick-up or with manual pick-up. A customer can switch it in seconds to any spinning combination desired. It's a beauty, too—with satin finished die-cast aluminum frame, anodized aluminum spool and head plate. The smooth no-jerk drag is adjustable. A plastic housing protects the brass pinion gear and die-cast aluminum drive gear. And the "4-Way" has a non-reversing crank button also.

\$9⁹⁵



No. 300

The Bronson *Flipper*

Now a spinner priced to afford fun to every customer! Popular manual pick-up keynotes its fast sales appeal. Only a simple flip of the forefinger is needed to pick up the line—cast—and retrieve the line . . . leaving the other hand free to crank! A new on-off control prevents the crank from turning backward while retrieving. It's convertible, too—switches from a left to right hand crank in seconds. For long, trouble-free service the "Flipper" has a non-corrosive, high-impact plastic frame and spool with smooth-action beveled nylon drive and pinion gears. The drag adjusting nut is on the spool.

\$4⁹⁵



No. 100

Lamson & Sessions Honors Chairman Roy H. Smith

ROY H. SMITH, chairman of the board of the Lamson & Sessions Co., was honored recently at a testimonial dinner held at the Union Club, Cleveland, Ohio. The affair was attended by close friends.



George S. Case, Jr., left, president of Lamson & Sessions, and "Major" Roy H. Smith, chairman of the board, as they appear at testimonial dinner honoring Smith for his 50 years of service to the bolt and nut industry

George S. Case, Jr., president of Lamson & Sessions, presented the "Major" as he is fondly called, with a sterling silver coffee service with an engraved tray listing the names of the officers and board members of the company, in recognition of his 50 years of service to the bolt and nut industry. A slide film presentation high-lighted events in his long, active life.

The Major was born and raised in Virginia, and, after graduating from high school, journeyed to Rhode Island where he became apprenticed to a silversmith. After graduating from Brown University he joined Russell, Burdsall and Ward as a designer of automatic machinery. Later he went to the Waterbury Farrell Foundry and Machinery Co. as chief draftsman.

Subsequently, Mr. Smith came to Cleveland and joined The National Screw and Tack Co. He remained with the company for the next

eight years following which he went into business for himself, founding the Falls Rivet Co. in Kent, Ohio. This company merged with Lamson & Sessions in 1921.

Major Smith has two sons and two daughters. He is a fishing enthusiast and has been active also in politics, serving as mayor of Kent, Ohio, where he makes his home.

Hodell Chain Appoints Harding Sales Manager

EMMET F. HARDING, veteran sales executive in both the chain and fastener manufacturing industries, has been appointed sales manager of Hodell Chain Co., division of the National Screw & Manufacturing Co., Cleveland, Ohio, according to C. A. Carrithers, Jr., division general manager.

Harding will make his headquarters at the Hodell general offices in Cleveland and will be associated in sales planning with David J. Gemmell, director of sales, and H. B. Smith, industrial sales manager.

A native easterner, with a record of 31 years in active selling and more than 20 as a sales executive



Emmet F. Harding

for eastern manufacturers, Harding moves to Cleveland from Greenwich, Conn. He established his background in the chain industry and was vice-president and general manager with the former Corbin Screw Division of American Hardware Corp., during the years when Corbin made chains as well as fasteners.

After the Corbin division was dissolved about six years ago, Harding was named Port Chester sales manager of Russell, Burdsall & Ward Bolt & Nut Co., Port Chester, N. Y.

NHMA's Chicago Exhibit Reported Highly Active

ALL PREVIOUS buyer attendance records were shattered during the recent 22nd National Housewares Exhibit at the Navy Pier and Drill Hall, Chicago, according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association.

A total of 9,202 buyers were in attendance from 47 states, Canada and 17 foreign countries, it was revealed in a breakdown of buyer registration figures. Attendance on the first day reached 3,450 to set an opening day record.

"Judging from comments by exhibitors, the exhibit was the most active in the history of the industry from the standpoint of business written," Buddenberg said. A record total of 650 manufacturers exhibited their products.

The breakdown of buyer attend-

ance figures reveals that the following number of wholesale and retail outlets were represented: 659 department stores, 35 buying syndicates, 169 furniture retailers, 228 appliance retailers, 209 variety stores and chains, 475 hardware retailers, 95 drug stores and chains, 58 food chains, 131 rack jobbers, 1,909 hardware-housewares-appliance jobbers, 423 premium jobbers and users, 224 mail order firms and 112 direct selling firms.

The number of press representatives from trade and consumer magazines, and newspapers totaled 385.

July 11-15 has been set as the date of the NHMA's summer exhibit to be held at the Atlantic City Auditorium. Running Monday through Friday, the show will be the NHMA's 23rd national exhibit.

The Surest Way to Boost House Paint Sales



NOW... Just the Right White for Every House Painting Job

Here they are! America's greatest line of House Paints! They mean extra protection and beauty for every painting condition... every customer call.

There's a just-right BPS White for every house in town—the famous #218 Regular... the #223 First Coater, with superb covering quality... #229 Tinting White for every color requirement... the outstanding #224 One Coater... four great favorites that mean more sales than ever before, when you display the BPS sign.

and Stucco Lux, too!

But that's not all! There's another great sales favorite in STUCCO LUX—the rubberized exterior masonry paint that rounds out the House Paint line. Extra protection. Extra Adhesion. Colors that really sell! You can't miss—with BPS!



THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio

SH

Send me proof about the Profitability of the BPS
Merchandising Plan.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Let me show you
The BPS Merchandising Plan
With Merchandising Plan
Will Make This Your Biggest
Paint Year! Double your profits
with BPS House Paints with this
exclusive plan!
Ask us for proof!

THE PATTERSON



SARGENT CO

Aluminum Goods Names New Appointments

ALUMINUM Goods Manufacturing Co., Manitowoc, Wis., makers of Mirro Ware, has announced a number of recent promotions and appointments for the company.

W. F. Bugenhagen was elected president of the company at the board of directors' meeting held in February. He had been executive vice-president since 1951 and succeeds the late A. J. Vits.

Norman H. Ott, executive vice-president of the Pate Oil Co., Milwaukee, was named a director of the Aluminum Goods Manufacturing Co. for the unexpired term created by the death of A. J. Vits.

C. C. McDermand and A. S. Krainik have been named assistants to the president and G. C. Kubitz has been appointed general sales manager.



W. F. Bugenhagen

Bugenhagen "started at the bottom" with Aluminum Goods and has served in various departments and capacities. In 1936 he was named general sales manager, and in 1941 was appointed vice-president in charge of sales. He was elected executive vice-president in January of 1951 and in 1952 became a member of the board of directors.

Ott, a graduate of Princeton University, is one of the founders and has been associated with the Pate Oil Co. since its inception in 1933. His duties have been along sales and administrative lines.



G. C. Kubitz



C. C. McDermand



A. S. Krainik

McDermand joined Aluminum Goods in 1919 and spent several years in the advertising and jobbing sales departments. He was sales supervisor prior to his present position.

Krainik became associated with the company in 1917 and has served in several capacities including that of assistant purchasing agent and contract sales manager. He has been acting in an executive capacity in general sales work for many years under the title, sales supervisor.

The newly appointed general sales manager, Kubitz, joined the company from the Wisconsin Wire Works, Appleton, Wis., where he worked for two years after graduating from Lawrence College in 1923. His career with the company began in the claim department. His first sales job was in the export end of the business and later he became export sales manager.



G. R. Easley

Master to district sales manager of the mid-south district in New Orleans, La.

Easley, who joined Acme Steel in 1934, served as a salesman until his appointment as Virginia-Carolina district sales manager in 1950. He resides at 1615 Friar Tuck Road in Atlanta.

Camp came to Acme Steel eight years ago after serving in sales positions with Camp and Eason, Inc., and the Homelite Corp., Atlanta. He has been a salesman, special representative for the southern area, and southeastern district sales manager.

LeMaster joined Acme Steel Co. in 1947 as a sales correspondent. After serving as a salesman in the Kansas City and mid-south districts, he was appointed special representative in 1954. LeMaster resides at 12 Karen Court in New Orleans.

Acme Steel Announces Sales Appointments

THE APPOINTMENT of G. R. Easley to southern area sales manager is announced by John G. Bucuss, president of Acme Steel Products Division of Acme Steel Co., Chicago. Easley will headquarter in East Point, Ga.

Also announced are the appointments of R. C. Camp to district sales manager of the Virginia-Carolina district in Greenville, N. C., succeeding Easley, and J. R. Le-

SEMPER PARATUS
(ALWAYS READY)

ALL
RED HEAD
VESTS & CUSHIONS
U.S.C.G. APPROVED

COOPERATE WITH THE U.S. COAST GUARD

sell only U.S. Coast Guard approved life saving equipment

Helping save the life of one of your customers is obviously to your advantage. Cooperating with the Coast Guard is just as important. You can do your part by selling only U.S. Coast Guard approved life saving equipment.

To be among the first to sell the new Coast Guard approved Kapok filled life preserver vest, specify RED HEAD. To give you a short but complete line, we are also making life preserver boat cushions in drill, leatherette and unbacked plastic. All of the RED HEAD Marine Line items are U.S.C.G. approved.

Write for full color catalog of RED HEAD vests and cushions

RED HEAD BRAND
COMPANY

4300 BELMONT AVENUE, CHICAGO 41, ILLINOIS

This is a
GENUINE
RED HEAD
PRODUCT

Delta Electric Appoints Louis Williams & Co.

LOUIS WILLIAMS & Co., manufacturers' representatives with headquarters in Nashville, Tennessee will serve as southern sales representatives for Delta Electric Co., manufacturers of electrical lighting devices and automotive parts.

The appointment became effective March 1, 1955.

Motor Wheel Holds Sales Meeting for Reo Reps

NATIONAL sales and service policies designed to extend sales leadership for Reo lawn mowers were discussed at a two-day meeting of



Neil L. Brown, left, New York, Reo field rep.; M. F. Cotes, center, president and general manager, Motor Wheel Corp.; and Sam Briggs, right, general manager of Reo Division, get together at sales meeting in Lansing. At press time it was learned that Mr. Brown died suddenly February 21 at his home in Harford.

Reo field representatives with Motor Wheel Corp. and Reo Division officials, it was announced by Sam Briggs, general manager, Reo Division, Lansing, Mich.

Fourteen Reo lawn mower sales and service representatives from throughout the nation attended the session at the appliances division

of Motor Wheel.

Motor Wheel last October created its Reo Division through purchase of the Reo lawn mower name and physical assets from Reo Motors, Inc. Equipment was moved to Motor Wheel's appliances division.

Thor Loe, sales manager, outlined sales plans for the coming season. Don Houghtaling, service manager, discussed the 1955 service program, and Don Spalding, advertising manager, revealed the advertising plans.

Autoyre Names Ragir Sales Vice-President

APPOINTMENT of M. J. Ragir as vice-president in charge of sales of the Autoyre Co., Oakville, Conn., was announced recently by Stuart Loveridge, president of the company. Autoyre manufactures bathroom, kitchen and closet accessories.

Ragir has been the New York district sales manager for the Ekco Products Co. for the past three years. Prior to that he represented the company in Michigan, northern Indiana and Ohio for three years.

A native of Grand Rapids, Mich., Ragir served with the Air Force during World War II. He lives in Great Neck, New York, with his wife and children. Ragir is vice-president of the New York Houseware's Club and a member of the Houseware's Club of New Jersey.



M. J. Ragir

Busch Heads New K & E Hardware Division

ALFRED E. BUSCH, vice-president of Keuffel & Esser Co. of Hoboken, N. J., manufacturer of precision instruments for engineers, surveyors and draftsmen, has been placed in charge of the company's newly moved hardware division at Cape



Alfred E. Busch

May Court House, New Jersey.

Busch, who for 10 years has been in charge of various manufacturing divisions in the main plant at Hoboken, said that the move was an integral step in a company expansion program that includes projected additions to its tape line of other items for sale through the hardware trade.

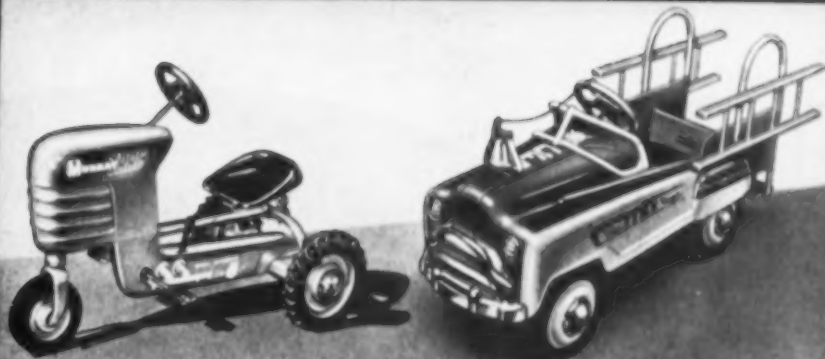
The plant, which has more than 25,000 square feet of manufacturing space and is located some 70 miles southeast of Philadelphia, is already turning out K & E products such as Favorite, Handy and Mighty Handy Wytetace tapes.

Sapolin Paints Appoints Hildring Florida Rep

CARL HILDRING has been appointed sales service representative for Sapolin Paints, Inc., in the state of Florida, it was announced recently by J. L. Plowright, vice-president. Hildring formerly held the position for the New York and New England areas.



RADAR PATROL CYCLE—A sensational new item that really sells



MURRAY AUTOS—Fire Truck and Tractor shown are two of the eight styles of Murray autos

Your sales will thrive in '55

IF YOU SELL...



because:

- 1 All items are made and shipped from Cleveland. This insures faster service.
- 2 Only MURRAY makes wheel goods for every age from 6 months to 16 years.
- 3 MURRAY has specialized in this field for 33 years.

So for greater profit opportunities stock and feature MURRAY—the No. 1 line of wheel goods.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



MURRAY PARK CYCLES—Eight models; many have coaster brakes

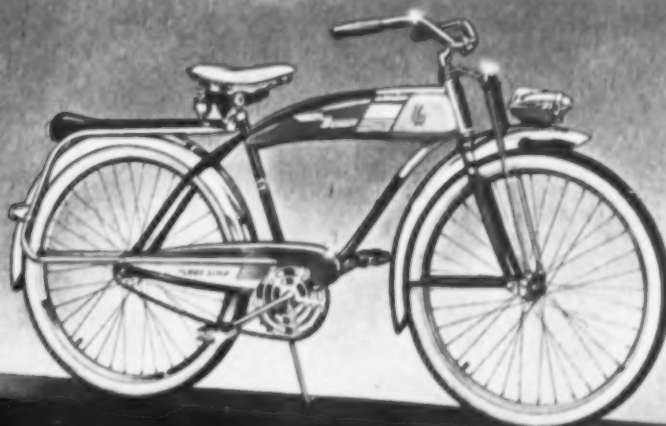


MURRAY VELOCIPEDS—Seven models in all popular sizes and every price range



MURRAY BICYCLES

Four quality lines in the 24" size, two each in 24" and 20"



THIS SIGN SELLS

**TWO WAYS
FOR YOU!**



PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU



Display DIXISTEEL Fence with the metal sign facing the flow of store or street traffic. Let your customers know you are headquarters for DIXISTEEL Fence — Southern made for Southern needs.

When DIXISTEEL Fence is put up, the sign becomes a part of the installation. It identifies the fence as DIXISTEEL — reminds everyone who sees it that here is another stretch of the fence you sell.



This colorful metal sign on every roll of DIXISTEEL Fence is a double-barreled sales getter for dealers.

In your store, the familiar DIXISTEEL trademark is readily recognized by your customers. They need no other assurance that this is quality fence — Southern-made for Southern service.

When the fence is erected on your customer's property, the sign becomes a part of the installation. It tells the world that this good-looking fence is DIXISTEEL — the finest fence — the fence you sell.

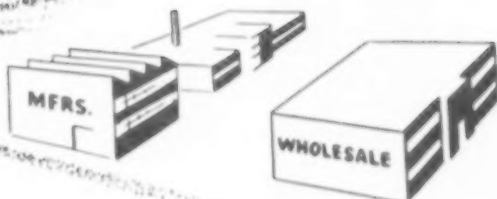
Order DIXISTEEL Fence by name from your wholesaler or jobber.

FIELD FENCE **DIXISTEEL** BARBED WIRE

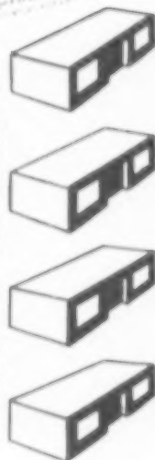
Atlantic Steel Company

ATLANTA, GEORGIA

APRIL 1955



INDEPENDENT
DEALERS



By Raymond M. Miller

**Executive Vice-Pres. & General Manager
Railey-Milam, Inc., Miami, Fla.**

Spotlight on Distribution

SOME RECENT developments lead many people to believe that our entire system of distribution through independent wholesalers and retailers is on trial.

Most important of these — or, at least, the most dramatic — are the discount houses. They actually are not a new development. In the large centers of population we have always had such cut-price outlets, under one name or another, and probably always will. But during the last two or three years they have grown like a malignant disease to the extent that the distribution of such lines as household appliances, silverware, radios, TV, sporting goods, etc., has been pretty much demoralized in many metropolitan areas throughout the country.

Does this mean that distribution through the long-established independent trade channels is inefficient, too expensive, outmoded? Does it mean that the discount houses will ultimately take over? If so, we should recognize the revolution in merchandising that is at hand and be prepared to change our operations accordingly.

But before deciding on any drastic changes, let's analyze the problem carefully with a view to determining whether it is really the serious menace that it may seem at first glance.

First, I think it is quite signifi-

From the long-range viewpoint discount houses probably represent no serious threat to the hardware industry's long-established system of distribution, for the simple reason that they offer few of the services which are so essential in merchandising

cant that the discount houses, under that name, only came into the picture after the acute postwar hunger for merchandise of all kinds had been satisfied — and after the pipe lines of supply were filled and running over. What then happened might be made clear by a study of recent developments in the distribution of automobiles.

During a rather extended postwar period, new cars were at such a premium that the prospective purchaser had to have his name on a dealer's waiting list for anywhere from one to two years before delivery could be expected. When the new car finally arrived, he had to take it "loaded" with whatever extra equipment had been placed on it at the factory, whether he wanted the extras or not. It was strictly a seller's market. There was really no selling job to be done, anywhere along the line.

Then supply caught up with demand. The picture changed to the

extent that during the last year or two, new cars of even the more popular makes have been offered on used car lots over the country at substantial reductions from retail list prices. In many cases, new-car purchasers have saved anywhere from 10% to 20% through what the automobile industry terms the "bootlegging" of new cars.

Does this mean that it costs too much to distribute automobiles in the regulation way or that the "bootleg" seller may in time supplant the long-established new-car dealer? Not at all. This is strictly a temporary situation. The explanation is simple.

With the postwar hunger for new cars satisfied, many dealers have found that they had a larger inventory than they could reasonably expect to sell during the current model season. They dared not demoralize their own local market by cut-price offerings. But when the "bird dogs" representing



Mr. Miller
is president of the
Southern Wholesale
Hardware Association

used car dealers in distant cities or states visited them, the offer to take their excess supply of cars at close to their cost seemed a simple and logical solution to the problem.

Through the "bootlegging" of many of their new cars, some manufacturers have perhaps been able to maintain higher production schedules than would otherwise be possible. But they are not at all happy over the situation. They realize that to retain their place in the picture they must support their established distribution system. They must be represented by dealers who have trained salesmen, maintain attractive showrooms, operate efficient service departments and carry reasonably complete stocks of parts. Some manufacturers are so concerned over the situation they have been trying to obtain legislation which would enable them to prevent new-car "bootlegging"; while one has even offered to take back from franchised dealers, their surplus stocks of new cars.

This is not intended as a dissertation on the distribution problems of the automobile industry. Rather, the example is cited merely because it illustrates so clearly what is happening in the distribution of some other lines of merchandise, and why.

Many of the discount houses have been making their biggest play on household appliances; and that is probably where many of them got their start. During the last two years many appliance dealers and distributors have been burdened with excess inventories. They have probably been suscep-

tible to offers to relieve them of their excess stocks at or close to cost. Then the discount houses, in turn, have been able to offer these appliances at substantial discounts from the regulation retail prices. For they have little overhead expense. Often the merchandise is not even set up in a salesroom. There are no real salesmen and little or no actual selling expense. There is no service department, as a rule, and no parts stock. Often it is no more than a self-serve proposition — the customer waits on himself and makes his own deliveries.

Now, however, the discount houses have gone in for other lines of merchandise—radio, TV, housewares specialties, sporting goods, silverware, and even such items as floor coverings and paints. In some cases they may be supplied direct from the factories. But in most cases, where well-known trademarked lines of merchandise are concerned, the sources of supply are believed to be distributors in distant cities who may be susceptible to the argument that moving merchandise at five to ten percent above cost, outside their own trading areas, with no selling expense, is profitable business.

In this somewhat chaotic period of transition from a seller's market to a buyer's market, the discount houses and similar cut-price outlets have mushroomed to the extent that their present portion of the nation's retail business is variously estimated at anywhere from 15 to 18 percent. At that rate they might be expected to have a monopoly of the nation's retail business within another decade. But, of course, no one expects anything like that to happen.

Let's not lose sight of the fact that our long - established system of distribution through independent wholesalers and retailers has met the test of many decades of highly competitive merchandising. In the main it has been an efficient system. It has worked well. It has been just as responsible as our assembly-line methods of manufacture, for bringing us the highest standard of living of any nation . . .

Discount houses exist today because they eliminate certain services which are necessary in the orderly, efficient distribution of merchandise — because others hold the umbrella over them in furnishing these services.

When Mrs. Consumer buys an electric range from a discount house, this is the usual procedure: She finds out what range is sold by the discount house. Often it is not even set up on a sales floor. Then she visits an appliance, department or hardware store in her city or some other community where that line of ranges is on display. A trained salesman explains the different models; then she returns to the discount house to buy the one she has selected. She must make some arrangements to have it delivered and installed. Then, later, when some service is needed, she must depend on the established dealer for this service.

Can anyone imagine that this slipshod, "bootleg" method of selling could possibly supplant the long-established, efficient distribution system which has been developed in this country through many years of aggressive and

(Continued on page 90)

Sporting Goods Today--

major line or side line?

By W. M. Huie*

Vice-President
Beck & Gregg Hardware Co.
Atlanta, Ga.



SALES OF SPORTING goods comprise a billion dollar market! No longer is there any question of whether sporting goods is a major line or side line. It's big business—far bigger than many of us fully realize.

The slogan "It pays to play" is becoming more popular every day, and more and more people are finding the opportunity to make that slogan come true. With ever-changing working conditions—the five-day week; seven- and eight-hour day; more employee vacations with pay; and longer vacations—the increased demand for all types of equipment for outdoor play and recreation is setting a new high every year.

Yes, total sales by manufacturers in the industry clearly show the continuing increase in consumer

spending for sporting goods and recreational equipment of all kinds.

Any doubts about the tremendous growth of this market will be cleared away by the following statistics on sales in this market:

Fishing tackle—Estimated sales for 1955 are \$155,000,000.

Outboard Boats, Motors—Estimated sales in 1954 were \$235,000,000. Estimated sales for 1955 are \$285,000,000.

Fishing Licenses—Sales in 1953 numbered 17,652,478. Estimated

sales for 1955 are 21,000,000.

Hunting Licenses—Sales in 1953 numbered 14,832,779. Estimated sales for 1955 are 16,000,000.

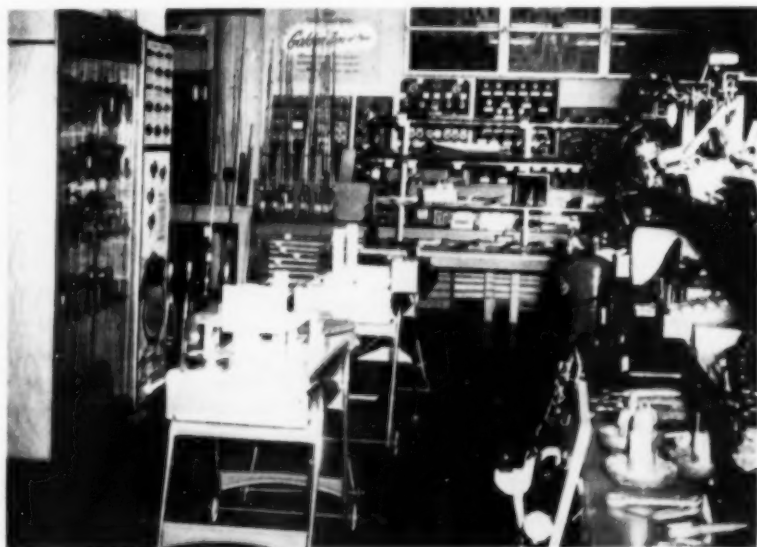
Golf Equipment—Estimated retail sales in 1953 were \$100,000,000.

Baseball Equipment—Estimated retail sales in 1953 were \$40,000,000.

All Athletic Goods—Estimated retail sales for 1955 are \$300,000,000.

It is evident that sales of sporting goods in 1955 will be substantially above one billion dollars.

A past survey of hardware dealers in the South disclosed that fire-



A view of Beck & Gregg's sporting goods sample room

*Mr. Huie has been closely associated with the sporting goods industry for many years. In 1931 he established Beck & Gregg's sporting goods department and has served as buyer since that time. In point of service he is one of the oldest buyers of the line in the South.

arms and ammunition and fishing tackle are the lines most frequently handled by dealers. However, the survey further emphasized the high percentage of southern dealers handling a wide range of sporting goods and recreational supplies:

Ammunition	95%
Fishing tackle	92%
Firearms	90%
Bicycles	81%
Baseball goods	76%
Hunting clothes	56%
Football supplies	42%
Outboard motors.....	42%

In all, more dealers are handling more lines than ever before, but



"Hardware dealers are having plenty of competition, but are still the most important outlet for sporting goods in the South. Out of an estimated 10,000 major dealers handling sporting goods in this area more than 8,000 are hardware stores"

they are concentrating on the items yielding a higher profit. Since most sporting goods fall into that category, sporting goods—taken as a whole—is a major line in all leagues.

Major line or side line with you?

The correct way to answer the question is not whether sporting goods is a major line but whether it is a major line *with you*.

More hardware dealers each year are finding it highly profitable, in many ways, to promote sporting goods. However, if your answer is no, and too many hardware dealers today probably would have to give that reply, the thought in your minds might be "why" and "how."

What is a major line anyway? A short answer would be: "one that sells in volume generally." A more comprehensive answer would point out that sporting goods:

1. Sells in volume.
2. Has an attractive margin of profit (one large hardware dealer says, "Sporting goods and paint pay me my biggest profit.")
3. Brings in customer traffic.
4. Brings women into the store.
5. Is an excellent gift line.
6. Occupies a proportionately small space.

The South is a year-'round market for sporting goods. Mild climate plus fine fishing streams, lakes and ocean waters offer dealers an exceptional opportunity for making sporting goods a major line. With many progressive dealers, sporting goods has become the one most important line.

But the future sales job will not be easy. Hardware dealers are having plenty of competition. Other outlets are capitalizing on the big potential. Fishing tackle is being sold in auto accessory stores, appliance stores, drug stores, department stores, restaurants, filling stations, and auction houses. However, the hardware dealer still is the most important outlet for sporting goods in the South. Out of an estimated 10,000 retail dealers handling sporting goods in the South about 8,000 of them are hardware stores. Will hardware dealers strengthen their hold on this industry or will they lose ground?

Now the \$64.00 question! How can I get started? What must I do? Will I have to fire and hire? Is it a major operation to make sporting goods a major line?

To some hardware dealers, the job is easy. For those of us who like to fish and hunt, it is natural to

sell something in which we are interested enough to learn about it.

A large hardware dealer in Alabama says, "All of us are hunters and fishermen—ex-athletes. It is the big main line with us."

A Tennessee dealer makes this comment: "I like to fish and from that love developed my tackle line into the largest and best-paying department."

A Georgia hardware dealer located in a town of three or four thousand persons has this to say. "No one else in town sells sporting goods. I decided to go after it and now my sales of sporting goods, indeed, make it a major line. Any dealer can do the same."

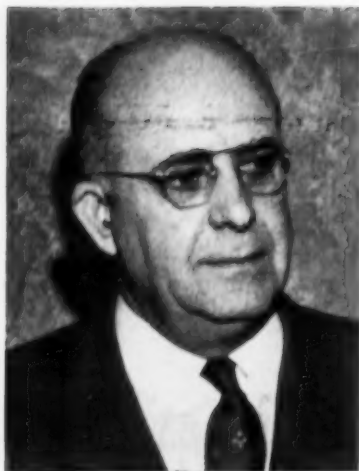
Another Georgia dealer states, "I like sports of all kinds. This hobby has really paid off. My biggest profit item is fishing tackle."

Now for the store-owner not interested in sports, there are two things you can do. First, become a fisherman and hunter. Devoting some spare time to it certainly should be no punishment! If the dealer really is interested, some factory representative or other qualified person will be glad to take him out and teach him the ropes—sufficiently to get started. In the case of fishing, learn fairly well the three types, casting, spinning and fly. Become familiar with different types of baits and how they function. Lots of booklets and sales helps are available.

If for good reason you cannot become a sportsman yourself, you can obtain a sportsman for a salesman. If this is done then by all means teach the salesman to buy also, for the owner can't possibly

(Continued on page 104)

We Need Trained Salesmen



**there is no substitute
in the hardware industry**

By C. E. Hamilton

**Vice-President, Odell Hardware Co.
Greensboro, N. C.**

THERE CAN be no substitute for a trained, efficient, high-type salesman in either branch of the hardware industry, wholesale or retail. That is my firm conviction, anyway.

It is true that many items offered for sale in the general hardware line are so-called "over the counter" or "impulse" items. Basically, however, most all major hardware items are somewhat technical in nature; they require trained salesmen to give the needed assistance and advice to the prospective purchasers of such items.

Take, for example, this very simple illustration, the purchase of an electric extension cord.

How much does the average consumer know about the different gauges and types of electric wire for which these cords are made? Does he know that too light a gauge or too long a cord may result in serious motor damage? Or does he know whether constant-service wire or stationary-type wire is needed? They look almost identical. Does he know that to use non-approved wire for certain installations or uses might void his insurance contract, should fire

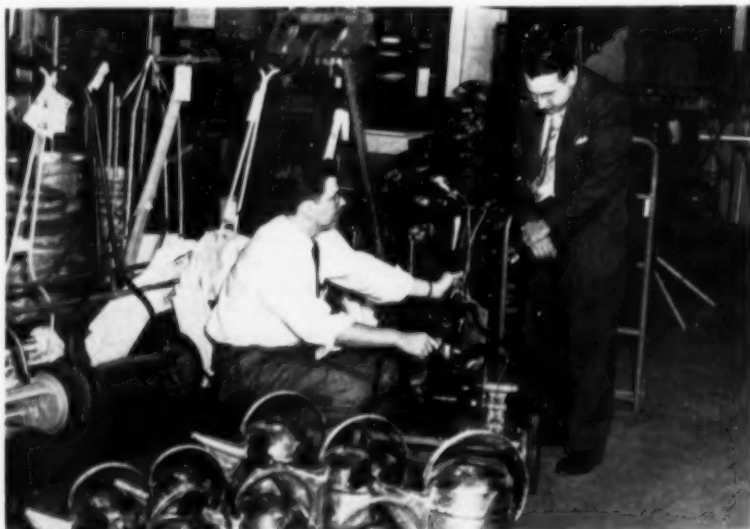
or damage result from its use?

The average person, I venture to say, does not know and neither does he have the time to keep up with all these details involving such an item. He is making his living in his own sphere of endeavor and he must, with some degree of confidence, depend on the salesman to steer him right in the purchase of his needs.

An efficient hardware salesman is literally a "walking clinic." He

is a teacher and adviser in addition to being a salesman. He is as important to the hardware industry as a doctor is to a hospital or a lawyer to a court room.

Many business and professional men get their basic knowledge from their college training, but they cannot stop there. This alone does not put them in business, so to speak. They must continue to study, to learn by experience, to
(Continued on page 106)



There's no end to the salesmen's period of schooling. New products, new methods of manufacture, new techniques, new advertising programs, new packaging and new displays keep him continually on his toes, studying and applying these new approaches, and in turn passing them on to his potential customers for their individual application or use

We used to call it...



Gin-Whistle Terms



"We in our company know that advance booking of seasonal goods is highly desirable for us and for most of the past decade we have been successful in booking in advance at least 60 percent of our total seasonal goods business. . . ."

By C. T. (Choc) Ellis*

A GOOD MANY years ago, before wholesaling and retailing of hardware became the merchandising science it is or is supposed to be today, wholesalers did a lot of business on what we then called "gin-whistle terms."

This expression indicated a more

or less standard procedure whereby merchandise delivered to the retailer at any time from January to August would generally be paid for along in September, or

whenever the cotton was picked.

When the cotton wagons began to roll to the gins and the gins started up and their whistles blew, then everybody had money and the money would begin to come in from retailers in payment for merchandise previously purchased. It was a recognized procedure by which we sold merchandise to retailers. At least, that was the arrangement in Texas and everyone involved went along with the idea.

Just what influence, if any, was exerted by "gin-whistle terms" to bring about the method now known as advance booking of seasonal goods, I do not know. We in our company do know that advance booking of seasonal goods is highly desirable for us and for

most of the past decade we have been successful in booking in advance, at least 60 percent of our total seasonal goods business. During the war, when we were on allocation, advance bookings were easier for obvious reasons and in the war period 90 percent of our seasonal goods business was written that way.

This business is not easy to write, in spite of its widely-recognized advantages to all concerned, and the advantages to wholesalers and manufacturers must be so obvious to all that they will not be reviewed here.

Advantages to retailers depend, to a great extent, on the individual retailer. In general the advantages for a retailer in advance booking of seasonal goods are these: He is reasonably certain of getting the merchandise. He is equally certain of getting it ahead of season. Therefore, he can put the merchandise on display and he can do advance promotion and advance selling. In January, many of our cus-

(Continued on page 112)

*Charles T. Ellis is known to the trade in the Southwest by his nickname, "Choc." He is vice-president and general sales manager of The Schoellkopf Co., Dallas, Texas, one of the pioneer wholesalers of the area. On March 21 he completed 28 years with this company and has been general sales manager since 1939. He relates that his nickname was applied to him by a classmate, for reasons he has never known, on his first day in grade school in Fort Worth, Texas. Ever since then he has been "Choc" Ellis.

R FOR HARDWARE MERCHANTS

By Mark Lyons, Jr.

President
McGowin-Lyons Hardware & Supply Co.
Mobile, Ala.

BUSINESS prosperity in the nation during the past 50 years has been due, above all else, to the introduction of entirely new products, such as the automobile, the washing machine, the vacuum sweeper, the refrigerator, the radio, the television, the electric iron, the electric food mixer and many others too numerous to name.

The advent of this prosperity with its resultant changes in business trends has been so gradual that most of us have taken it all for granted. But, prosperity takes its toll.

The primitive type of business, when the hardware store was thought of as a place to buy stoves, pots and pans, and all that went with them, plus a limited line of hand tools and a few items of staple hardware, is now non-existent. The old-style stores have had to make way for new stores geared to tie in with modern advertising and educational and promotional campaigns, and with specially trained sales personnel.

The old wood- and coal-burning cook stoves have been replaced by electric, gas and butane equipment to which automatic gadgets and controls have been added as developed by science. The pots and pans are outmoded by pressure cookers and electrical appliances, which have gradually become automatically controlled to the point they are now quite technical. Newly developed alloys have been prominent in the improvement of hand tools, to say nothing of the more convenient and more efficient labor-saving power tools.

These are just a few of the innovations which have created new horizons for the hardware industry. The volume of business has increased tremendously. The successful hardware dealer has found it expedient to chart new courses and explore the sea of opportunity

Departmentizing—to the fullest extent—may be the best remedy for the ills which beset the hardware trade, retail and wholesale alike, in the effort to do an efficient and profitable merchandising job on the many lines sold by this trade

for more aggressive and progressive methods in order to keep pace with the trends and to justify his continued existence in this march of progress.

To the hardware dealer of yesteryear, psychology, ambition and hard work were the prime requisites for successful operation. These factors are just as important today, but are wholly insufficient as a complete formula to cope with the demands of modern merchandising and selling.

Successful operation today calls for a blending of sales science and progressive advertising with psychology; ambition must be enriched with specialized knowledge gained through long hours of study, training and experience; and hard work must be supplemented with up-to-date techniques.

The scope of service rendered by the modern hardware store is so broad it is extremely difficult, if not impossible, for any one person to know all the answers. In other words, it just does not seem practical for one human brain to attempt to absorb sufficient technical knowledge of all sciences involved in lines handled by the modern hardware store to be an "expert" in all of them. Yet, the successful sales person of today must be an "expert" in his or her field. A working knowledge of all items and lines handled in the store is also necessary. This ap-



Mark Lyons, Jr.

plies to wholesale as well as retail sales personnel and creates quite a problem for the hardware operator.

There are probably several solutions to the problem, but to me the most practical and simplest lies in departmentization. Establishment of departments in accordance with characteristics and nature of the items and lines handled gives the sales personnel in a department more incentive to engage in a concentrated study of the lines in that department. They also gain practical knowledge through experi-

(Continued on page 84)

Major appliances and the smaller table appliances are the lines which many discount houses feature as a means of attracting customers. Drastically reduced prices make it virtually impossible for established dealers like the one at right to compete effectively. As a result, the normal distribution of such lines in many areas has been demoralized to the extent that many dealers are dropping lines once profitable for them



Southern wholesalers report on **Discount House Operations**

THE OPERATION of discount houses in the southern states is confined, for the most part, to metropolitan areas and larger cities and towns. This was revealed in the results of a survey conducted recently by SOUTHERN HARDWARE among a large number of hardware wholesalers in the 16 southern and southwestern states. While discount houses are a serious threat to established dealers, it seems evident, as several wholesalers pointed out, that the rural nature of much of the southern market does not lend itself well to this type of price-cutting operation.

However, in those areas where discount businesses are being carried on it is equally apparent that the normal distribution of many lines — particularly appliances — through independent hardware retailers has been demoralized to the extent that many dealers are dropping those lines on which they cannot compete effectively.

While discount houses are scattered through all but a few southern states, there are four or five areas where such operations are concentrated most heavily. According to wholesaler reports, a num-

Southern Hardware TRADE SURVEY

ber of such outlets operate in Washington, D. C. As many as 30 are believed to be active in the Atlanta, Georgia area, with others located in the Georgia cities of Macon and Athens. Florida has a particularly heavy number with about 25 or more operating in the Miami area. Others are located in Tampa, Clearwater, Sarasota and St. Petersburg.

In the Southwest, Texas and Oklahoma have a large number of discount houses in operation in various parts of those states. It is reported that about three are located in Tulsa and possibly as many as 15 in Oklahoma City with 30 such outlets operating throughout the state as a whole.

In Texas, discount houses are reported to be active in Dallas, Ft. Worth, Houston, Amarillo, Paris, and at other points within the state.

Generally, these are the areas where discount houses seem to exist in greatest number. While such outlets are reported in numerous other southern states their numbers are somewhat less than in the areas listed above.

At the time this report was compiled, two discount houses were reported in Roanoke, Virginia, with several others operating within the state. One was reported doing business in Bluefield, West Virginia with possibly two or three others scattered throughout that state.

In North Carolina, two at least are known to exist in the Greensboro area with others operating in Charlotte, Concord, Winston-Salem, Burlington, North Wilkesboro, Asheville, and Asheboro.

Several discount houses are operating in Spartanburg, South Carolina with possibly four to five others located at other points in the state. At the present time, wholesalers and retailers in Alabama are not faced with this problem to any great extent. Similarly, dealers in the mid-South states of Mississippi, Arkansas, and Louisiana

(Continued on page 114)

Training Junior Salesmen



and Specialty Men

By John Morris

Vice-President
Orgill Brothers & Co.
Memphis, Tenn.

HOW DO YOU select and train your junior salesmen?

How do you fit them into your organization when they are ready for territory assignment?

These are important questions. Junior salesmen and specialty men are certainly a problem—and I would say specialty men is the tougher of the two.

Only time tells if you have picked the right man for training as a salesman. Many of the younger additions to our sales force have justified our expectations. But at Orgill Brothers we don't claim to know it all. We don't always guess right. Does anyone?

This problem is one that I have given much thought to. And it's one that I have discussed with other wholesalers, because we all have this problem. Perhaps some of you may recall my discussion of this topic at the Southern Wholesale Hardware Association convention at Dallas two years ago. Well, the problem hasn't changed much in those two years.

I said then, and I repeat now, that if any of you have the correct answer—it is more than I have. But I am willing to give you the benefit of our experience in meeting this problem of training salesmen. Cut me in on your profits if

you like—but please don't bill me!

Most every young man and quite a few of the older ones when starting out with our company—and I am sure your experience is no different from ours—expresses a desire to become a salesman.

Our company, particularly our president, Edmund Orgill, values more than any other asset our better salesmen, and knowing a poor showing in a territory can usually be traced to the ability of the salesman, he either personally interviews or insists that the Sales Department go over all applications carefully. I am sure his first thoughts are: "Is this man sales-minded; and will he make a better than average salesman?"

If an applicant appears energetic and ambitious and his credentials are okay, as a general rule he is accepted and assigned to some department in our warehouse to learn stock.

We keep in close touch with all employees—especially those who we think will make good salesmen, buyers, or department managers. From time to time we talk with

those who expressed a desire to become a salesman, and after working in our warehouse for a short period they are put on our prospective salesmen list if they are still sales-minded.

From this point on, they could be selected as junior or assistant salesmen, or as specialty salesmen or assigned to a regular territory. I am sure most of you follow this same procedure.

Our junior salesmen, or as we refer to them—assistant salesmen—are assigned to help our better salesmen. In most instances they are placed with our older salesmen—men who have good territories, but who need help and who in turn can help train these younger men. We do not arbitrarily place an assistant with a regular man. We first talk this over, and usually the regular man agrees to take one. We then let our regular man talk with our selection, and if he is well thought of as is most always the case, we then develop some kind of a working agreement.

If we select an assistant who has had no previous selling experience,

"We keep in close touch with all employees—especially those who we think will make good salesmen, buyers or department managers. . . ."

there of course would be some question as to how he would turn out. Some are just not cut out for salesmen. Others don't like selling after being out for a while. Therefore, we do not ask our regular men to stand all the expense during this training period.

For a while—usually several months—we divide the cost. The regular man pays part. We pay the balance and furnish a car. As a rule, after an assistant has been broken in our regular man will give him certain accounts to work. We keep separate sales records, but give the regular man full credit for all sales. During this period of training, the regular man uses his own judgment as to how best train the younger man and how to get the most benefit from his assistant.

After a fair trial, if the assistant proves he has the necessary ability to become a regular salesman, one of three steps is usually taken:

1. The assistant is assigned on a permanent basis to the regular man—who pays all salary and expenses and makes his own settlement with the assistant. This usually is a very fair division of the profits.

2. If the assistant has the makings of an extra good man and a regular territory becomes vacant,



Orgill city salesman Joe Helms, right, prepares to take an order after demonstrating floor covering for Dan Wagner, center, partner in Southern Hardware & Supply Co.'s new Memphis store while Orgill trainee salesman Henry Williamson, left, looks on



W. B. "Bill" Haver, right, representative for a floor covering manufacturer, explains his company's merchandising program and sample features for, left to right, Orgill trainee salesman, Henry Williamson; Orgill sales manager, Russell Bloodworth; and Orgill specialty salesman, Leo H. Shaffer, a former trainee who now calls on accounts in Memphis

we sometimes assign the junior and select another trainee or assistant for our regular man.

3. The third step could be the assignment as a specialty man, which is no easy task for the salesman or a profitable assignment for his house. If the assignment is as specialty man, we must first decide what department or line. If a certain line is selected, we try to get a factory territory representative to help train our man. This usually requires two or more weeks. We think our specialty salesmen become better salesmen after spending some time in the territory with a factory man. It isn't so much the sales help they gain as it is the knowledge of the line on which they are to specialize.

Works with Regular Salesmen

When our specialty man is ready, we then block off a territory which will include several of our regular men. We think our specialty salesmen should work very closely with our regular men. By working in this manner we believe our regular men become better equipped to sell those lines our specialty men promote.

Our specialty men do not always work with our regular men. At times it's advisable to work separately. This enables the specialty men to work faster and cover more

territory, but I am not so sure this is the proper way over the long pull. Different lines have their own problems.

It is difficult for us to figure out the value of a specialty man. We more or less charge the specialty man up to the development of the increased sales of a department or line. Their sales costs are extremely high. Most of our specialty salesmen are paid a straight salary. Our regular men receive full credit for all sales.

Today when you see the name: Sporting Goods, Appliances, Hardware, Farm Equipment, Building Materials, etc., it doesn't mean that only those items indicated by the name are obtainable in those stores. A good specialty salesman will investigate those better stores and will find new customers for our regular salesmen, as well as better outlets for our special lines.

Our regular men do not always like to cooperate with a specialty man, but we find a good specialty man will get along and soon begin to show good results. Our biggest problem is to get our specialty salesmen to keep our regular men posted as to what they are doing or have done.

And then about the time we get a good specialty man going, a regular territory becomes vacant. The specialty man wants it. So we start all over again!



New officers of the Oklahoma association, left to right, seated: J. Ray Baker, second vice-president; O. B. Bennett, retiring president; Hercel C. Dobyns, president; Joe Burnett, first vice-president. Standing: Directors Don Evans, Byron Dawson and Alex Woodworth, and Aaron Gritzmaker, executive director. Directors Walter Hinton, Herbert Vieth and George Moncrief were not available for the picture

Oklahoma Meeting

MEMBERS OF THE Oklahoma Hardware and Implement Association in their 52nd annual convention in Oklahoma City on February 8, 9 and 10, had their first look at their new executive director and learned from some of the speakers that:

A farm equipment dealer (or anyone else) once in the toils of the National Labor Relations Board has little chance of winning his case; it may not be so smart for hardware retailers to sell only for cash, and that those retailers are neglecting one of their best markets—housewares.

The new executive director, Aaron Gritzmaker, took over under difficulties last spring, but except for business session attendance which was below expectations, members said they found their association affairs on an even keel and more wholesome interest in its activities. A cold wave riding on high winds was credited with cutting attendance.

Business sessions of the convention are held in an assembly room in the Municipal Auditorium which also houses—two floors below—a giant merchandising show which this year attracted manufacturers and distributors to the number of

103 as exhibitors. Their displays completely filled the auditorium's huge basement.

As the last convention item of business the association voted to advance Hercel C. Dobyns, hardware retailer of Stigler, Okla., from vice-president to president, succeeding O. B. Bennett, hardware and farm equipment dealer of Tonkawa.

Directors Joe Burnett, hardware and furniture dealer of Henryetta and J. Ray Baker, farm equipment and automobile dealer of Mangum, were advanced respectively to first and second vice-president.

Two new directors were added—Alex Woodworth of Minco and George Moncrief of McAlester, and four were re-elected as follows: Byron Dawson of Clinton, Don Evans of Ada, Walter Hinton of Altus and Herbert Vieth of Kingfisher.

Cy W. Radcliffe, Homedale Equipment Co., Homedale, Idaho, sounded the warning to the convention against involvement with the National Labor Relations Board, saying, "I'm here because I'm in trouble with the Federal Government, don't know how I got in or how I'll get out."

He then related in dramatic de-

tail his experience with an attempt to unionize his place of business and his experiences from the summer of 1951 to February of 1955 with the NLRB. He called his address, "Big Government versus Little Business," and added:

"The NLRB . . . is padded with pro-labor sympathizers and the verdicts handed down are vicious and do not represent the intent of the law. The decision against me is the finest example of the Communist doctrine. Congressional action cannot save the Homedale case, but it can save you in the future.

"Get behind your business men on this issue. Don't let these men from Washington take over your communities. The best investment you can make is to keep your association membership."

John F. Spaulding, general sales manager of the Black and Decker Manufacturing Co., Towson, Md., told the dealers they were never wrong if they sold for cash, but it may not be smart for the hardware industry to sell for cash.

"Credit buying has caused more of a revolution in living habits than any international event," he declared, and reported on his visit to one community where he found five chain stores where "all items were marked to show credit terms with the cash price obscure. In the same community was one hardware store where there was no evidence of credit selling.

"You represent an industry that has most to gain from the phenomena of the century—do-it-yourself. We in our company believe it is here to stay. The American people will keep on doing things themselves, not just because it is cheaper, not just because it is fun, but because they are being constantly educated on improvement or beautification of the home."

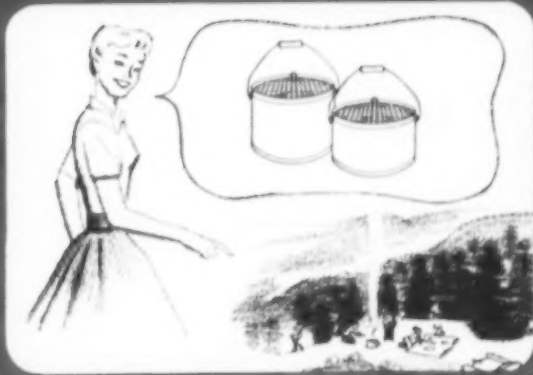
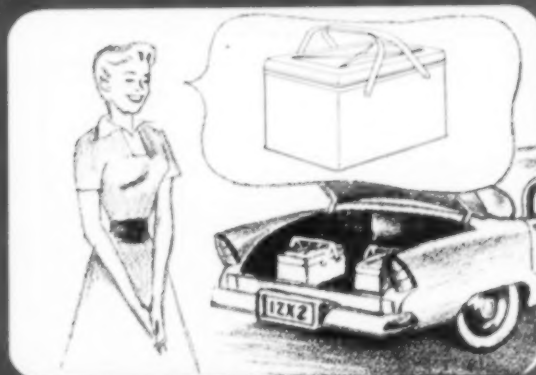
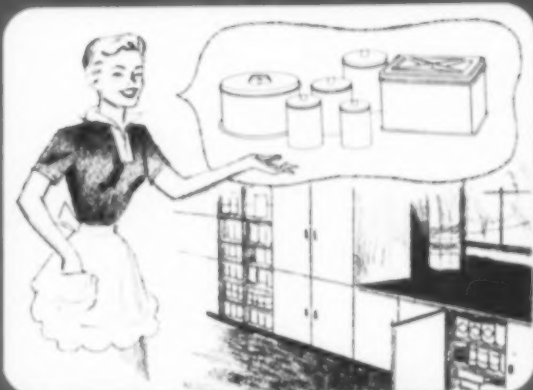
He concluded with an opinion that "the business economy and sales potential have started another upward climb."

Housewares became a topic placed before the Oklahoma convention for the first time in history and possibly for the first time in the history of any similar association, according to the introductory remarks of George H. Mueller, district manager for the Rubbermaid Corp., Dallas, Texas.

"Super-markets are now selling more than \$140,000,000 worth of housewares annually," Mueller told the convention, "or nearly

the
COLORWARE story
in 3D

Display creates Demand...makes Dollars



- DIRECTED—for mass appeal
- DESIGNED—for volume sales
- PRODUCED—by National Can—
Long the leader
in lithographed
metal housewares

Housewares Division
NATIONAL CAN
CORPORATION
110 E. 42nd St., New York 17, N.Y.

one dollar per year per person. Multiply your trade territory population by one dollar and you have an estimate of your potential housewares business.

"Women spend at least 75 cents out of every take-home dollar, according to all surveys, so why should hardware dealers concentrate on getting only a part of the 25 cents that men spend? To get part of the 75 cents that women spend, get women into your stores. To do that, carry merchandise that women buy most frequently and housewares is the ideal type of merchandise to accomplish these purposes."

He added that modern merchan-

dising with housewares had substantially increased volume in regular hardware lines for most retailers.

Other speakers were Paul M. Mulliken, executive director of NRFEA, on "The Man in Management," and Dwayne W. Laws, managing director of the Hardware Association of the Carolinas on "What the Association Means in Management to the Dealers."

Wednesday, Feb. 9, was designated as "Implement Day" and on that occasion, luncheons for dealers were arranged by the Allis-Chalmers Manufacturing Co., John Deere Plow Co., and Minneapolis-Moline Co.

and that statistics indicate a vast future market for household appliances. Because one-third of all women have jobs outside the home, considerable consideration should be given to promotion of work-saving appliances.

Russell R. Mueller, managing director of the national association, discussed budget plans for the small hardware dealer. He suggested that dealers work in cooperation with banks and local lending agencies in order to obtain funds that will extend ample terms to any good credit risk. Payments made in the store bring the customer in regularly.

Resolutions were passed opposing four tax-raising bills introduced recently by the Arkansas Legislature.

New officers elected are: Brady Deese, North Little Rock, president; Ursell Davis, Searcy, first vice-president; Henry Franklin, Jonesboro, second vice-president; J. Hearn Latimer, Nashville, chairman of the board, and J. Wayne Tisdale, Little Rock, re-elected executive secretary.

Directors are: Dick Hodges, Siloam Springs; Joe Miller, Harrison; Charles Ferrell, Calico Rock; Karl Maloy, Walnut Ridge; Freeman Robinson, Blytheville; Norman Scott, Marianna; George Lorenze, Little Rock; Thomas Earl Massey, Jr., Morrilton; Adrian Crowe, Fort Smith; Harvey Prince, DeQueen; W. K. Terrell, Hot Springs; Bill Schallhorn, DeWitt; Charles Buskin, Eudora.

Arkansas Convention

MORE THAN 1,200 persons registered for the 55th annual convention and accompanying trade show held February 13-14 by the Arkansas Retail Hardware Association in Little Rock, Arkansas. This record attendance included dealers, factory personnel and guests.

The program was arranged to devote the first day to the merchandise show and committee meetings, with the second day given to business sessions.

Some of the liveliest discussions at the meeting concerned the hardware dealers' need of opportunities to sell their more expensive items on time, and to meet competition presented by department stores and mail order houses which sell on time.

One of the talks devoted to this problem was made by David S. Bluthenthal, vice-president and general merchandising manager of the Gus Blass Co., Little Rock. The subject of his talk was: "If I Were a Hardware Retailer."

Research indicates, he said, that the road ahead for spring business is wide open and that dealers could do a maximum volume. National figures show that the public will save a little less of their money and spend a little more of it than they did last spring. "However, people will want better values for their money."

Giving a detailed report on population figures, he showed that while young married couples of today were born in the low-birth

rate years of the 30's, which made for fewer marriages, there are more babies-per-family being born now. From the viewpoint of the dealer, this means a larger demand for school goods, merchandise for infants, items for 'teen-agers, sporting goods, houses for new families, and all kinds of home supplies.

He also pointed out that goods for oldsters and retired people are in increasing demand. Rehabilitation of slums and the remodeling of old houses call for much goods in the hardware dealer's category,



Officers of the Arkansas association are, left to right: J. Wayne Tisdale, executive secretary; Ursell Davis, first vice-president; Brady Deese, president; J. Hearn Latimer, chairman of the board, and Henry Franklin, second vice-president



prepared first as an article on self-service, this feature had to be changed prior to publication when it was found that self-service had largely been discontinued

Oklahoma store temporarily abandons

By
Baron Creager

Self-Service Plan

AFTER OPERATING as a self-service hardware store for slightly more than four months, technical difficulties forced abandonment of a considerable portion of the self-service system by Ralph Nation's McCracken-Mitchell Co., in Okmulgee, Okla., on February 5.

Nation prefers not to be quoted on the exact nature of the difficulties. They were such that he could not get a true accounting picture of his operations, they interfered with the smooth operation of his business and it was beyond the power of Nation and his personnel to remove these handicaps.

"We are still self-service as much as we can possibly be under the circumstances," Nation said in mid-February.

"If I can get the system worked out so it will operate smoothly and give me accurate and up-to-date accounting, we may go back to full self-service. On the other hand, we may remain part self-service. It all depends on my ability to develop an accounting and check-out system that is fast and dependable.

"There is nothing wrong with

self-service. It is just fine for a hardware store and to the best of my knowledge—we still don't have our accounting straightened out—self-service increased my volume.

"There is only one thing to keep self-service from 'going' in any hardware store. That is a system that will keep accounts straight. I like self-service very much. It was just an unfortunate circumstance that compelled me to modify self-service in my store."

Following are portions of the article written shortly after the store converted to a full self-service operation.

ONCE THERE were nine exclusive retail hardware stores in Okmulgee, Okla., and now there is but one; and on last October 1 the traditional hardware store disappeared completely from the Okmulgee scene when the McCracken-Mitchell store was converted to self-service.

Time will tell what the change will do to volume, says Owner Ralph Nation but, meanwhile, he

knows that a departmentized self-service store makes it possible to exercise complete control over charge accounts and merchandise and enables him to operate with 10 percent less inventory.

Nation bought the store in the spring of 1953 and decided to continue operation under the established name, but in advertising and promotion he calls it Ralph Nation's McCracken-Mitchell Co.

He was dissatisfied from the start with the lack of departmentization and lack of control over the business and, eventually, decided that conversion to self-service was his answer. This conversion was accomplished.

"It is already evident that we can operate on 10 percent less inventory," Nation said early in October, "but to understand that circumstance, one must understand the procedure followed in conversion.

"The key to my conversion is the check-out counter, located just inside the entrance and the key to all my new-found control is a new cash register which represents \$2,100 of the total conversion cost.



"This is what the cash register people call a P.B. or previous balance machine. Alongside the register are convenient files containing all the charge accounts—700 of them. When a charge account customer makes a purchase, the machine picks up the previous balance, adds in the sale made and gives a total—on the usual statement form, in duplicate—at the time of the purchase."

There are two outstanding advantages of this arrangement that give control over charge accounts, Nation points out.

One is that if the last purchase is substantial, all question of indebtedness is eliminated by requesting the customer to sign the statement form, indicating that he or she has seen and approved the total amount owed.

Another advantage is that if a charge customer somewhat in arrears on the account appears at the check-out counter with an additional purchase, condition of the account and what will be done about it can be discussed then and there. At the check-out counter is a button, wired to a buzzer in the office. If the member of the staff presiding at the check-out counter is dubious about the account in question, he or she may press the button to summon Nation or the credit manager.

"Operating with a 10 percent

less inventory is made possible by this machine, too," Nation volunteered. "However, this, also, requires some explanation.

"All the merchandise is out on the counters and plainly marked and the store is 70 percent self-service, for about 30 percent of the merchandise is shelf hardware with which most customers need help. But the store is completely departmentized into six departments—sporting goods, hardware, housewares, plumbing, electrical and appliances.

"On the P.B. machine there is a key for each of these departments. Corresponding keys are punched with purchases from corresponding departments, thus dividing the day's business six ways on the register tape. At the end of the day the machine gives a total for



sales in each department. Therefore I know how much has been sold from each department in one day, one week or a month and can adjust stocks accordingly. With the P.B. machine we have a day-to-day control of merchandise.

"Reaction has been almost altogether favorable," Nation reports.

"Under the new arrangement, shoppers feel free to examine articles, then put down items they consider too high in price—without personal embarrassment and without the feeling of having offended sales personnel. And customers tell me the hardware store is now their favorite browsing ground."

WYTEFACE® The *NEW* steel tape

Rigid, curved blade, 1/2 inch wide, 16 ft. and 20 ft. Replaceable, changed in a moment.

Long winding handle for greater leverage.

Handsome, hard wearing, grey Plastide® cover on sturdy welded steel case.

RIGITAPE* with 5 great features

Graduated feet, inches and 8ths. Black on white background. Exclusive K&E feature of foot numbers in red, repeated in red at every inch.



SALES-COMPELLING DISPLAY PACKING

Here is tape news to make your cash register sing! This is the l-o-n-g steel tape that users can *push* around . . . for measurements along floors, up walls, or anywhere. Note its many exclusive features. Backed by national advertising in *Better Homes and Gardens*, circulation 4,040,587.

KEUFFEL & ESSER CO.

EST. 1867

New York • Hoboken, N. J.

Chicago • St. Louis • Detroit • San Francisco
Los Angeles • Montreal



*Trade Mark

Carolinas Convention

TOTAL REGISTRATIONS for the Golden Anniversary convention of the Hardware Association of the Carolinas, held February 22-24 in Charlotte, North Carolina, exceeded all previous records. The convention and accompanying trade show, both held at the Radio Center, attracted more than 2,000 persons including dealers, factory personnel and guests.

The three-day convention program featured business sessions in the mornings with afternoons being held open so that dealers might visit the booths of exhibitors.

Heading the opening day program, Dr. Frank Goodwin, professor of marketing at the University of Florida, entertained and informed his audience with his talk, "Little Things Count." Illustrating his discussion with a number of humorous cartoons, Dr. Goodwin emphasized three important steps in selling. He urged that dealers: (1) make it possible for customers to buy; (2) make it easy for them to buy; (3) ask customers to buy. Citing the importance of impulse sales, particularly in the hardware trade, the speaker pointed out that good display is what brings about a high rate of impulse sales.

Hardware stores, he concluded, must get back to the concept of being a real service store if they are to be of real service to the public.

"The hardware store has changed from a place where things are kept to a place where they are displayed. The modern store capitalizes on impulse buying."

Opening the second day's program, Harry Meyer, vice-president of the national association, talked on "Competition's Rough, But We Are Ready." Citing the effects of discount house competition, Meyer stated that dealers are failing to make a proper profit. He pointed to the drop in net profits—from 10 to three percent—over the past eight years. With many other outlets now getting part of the hardware market, hardware retailers must improve their promotional and selling methods if they are to get their share of the business.



Officers of the Carolinas association are, left to right, seated: Dwayne Laws, managing director; Banks Gladden, first vice-president; Abel Warren, president; and H. E. Wilson, Jr., immediate past president. Standing, left to right: J. M. Rivers, advisory board; Ardell Lanier, junior director; Tom Groce, advisory board; and W. L. Trotter, Jr., second vice-president

Bruce Burgess, merchandising manager of the Union Fork & Hoe Co., was scheduled to give an address entitled, "Who's Afraid of What." However, because of illness Mr. Burgess was unable to appear.

The convention's final business session featured talks by Rowland Jones, president of the American Retail Federation, and J. C. Penny, chairman of the board, J. C. Penny Co.

In his talk on the "Retailers' Role in a Free Economy," Mr. Jones stated that a dealer's primary job is to keep the economy free. He cited the efforts to bring retailers under the provisions of the fair labor standards act and of the efforts to increase minimum wages from 75 to 90 cents per hour. The fight against this has been successful in the past, he said, but would be more difficult in the future because of the merger of two large unions. The speaker expressed the opinion that fair trade laws probably are on the way out. He lamented this, as it would mean the return of "cut-throat" competition in many areas.

Discussing "Competition," Mr. Penny stated that free competition is the stimulus that improves the job each merchant does, thus drawing more business into an area. There is no better friend than a fair competitor, he said.

Convention delegates followed the recommendation of the nominating committee and elected unanimously as president, Abel Warren, Garland, N. C. He succeeds H. E. Wilson, Jr., Chesterfield, South Carolina. Other officers elected—for the ensuing year are: Banks Gladden, Chester, S. C., first vice-president; W. L. Trotter, Jr., Greensboro, N. C., second vice-president; Lowman Tyler, Wagener, South Carolina, senior director; and Ardell Lanier, Lexington, N. C., junior director.

Past-president Wilson automatically becomes a member of the advisory board replacing Vic Huggins, Chapel Hill, N. C. Other members of the board are: T. A. Groce, Jr., Asheville, N. C., and J. M. Rivers, Hampton, S. C.

Dwayne Laws continues as managing director of the association.

YOU NEED 2 TO GO PLACES!



No single portable power tool line meets the needs of all your prospects. In Pet and Shopmate portable power tools you have two distinct lines which satisfy every consumer and resale need as to quality, price, and discount structure.



This line represents the peak of quality... at prices that give the public full value and the trade full profit. This brand's outstanding growth is your assurance of its salability and turnover.



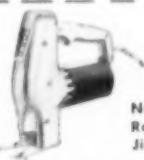
No. 200 Ball-Bearing Oscillating Sander



No. 614 Ball-Bearing Saw



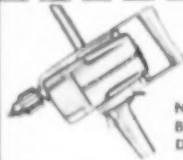
No. 1440-G 1/4" Drill, with Ball Thrust Bearing



No. 2000 Reciprocating Jig Saw



No. 464 1/2 HP Grinder



No. 551 1/2" Ball-Bearing Drill

Other PET Tools Include:

No. 411 4 1/4" Saw
No. 466 1/2 HP Grinder
No. 1490-G 1/4" Drill

No. 1401-24 1/4" Ball-Bearing Drill
7" Heavy-Duty Disc Sander
9" Heavy-Duty Disc Sander



No. 1540 Sander-Polisher



No. 4070 7" Standard-Duty Disc Sander

BACKED WITH POWERFUL ADVERTISING SUPPORT IN THESE MAGAZINES!



No. 445 4 1/4" Saw



No. 1950-G 1/4" Drill

This line meets the needs of those among the public who insist on buying promotional merchandise. This line offers a source of additional business, therefore, to those in the trade who have, until now, passed up this great new profit opportunity.



No. 6000 Sander-Polisher



No. 400 Grinder



No. 77-H 1/4" Drill



No. 320-G 1/4" Drill



No. 510 1/2" Drill



No. 625L 6 1/4" Saw

Other SHOPMATE Tools Include:

No. 250 1/4" Drill
No. 277 H 1/4" Drill
No. 500 1/2" Drill
No. 462 1/4 HP Grinder
No. KU-118 De Luxe Home Work Shop
Shopmate 8-1 Bench Tool

PORTABLE ELECTRIC TOOLS, INC.

320 W. 83rd St., Dept. 5H, Chicago 20, Ill.

In Canada: Portable Electric Tools, Ltd., 425 Birchmount Rd., Toronto 13, Ont.

Officers of Tri-State Hardware and Implement Association, left to right, seated: Homer Estlack, advisory board; Carl Maurer, vice-president; Fred Sherwood, president; E. C. Armstrong, advisory board. Standing: Directors Fred D. Huning, Jr., Morton Gragg, J. L. Hook, K. C. Vaughn, Kenneth Cox and Secretary-Manager Marshal Shepherd. Not shown are Director G. W. Acker and R. P. Isaacs, advisory board



Tri-State Convention

WITH A UNIQUE panel of six consumers who told hardware and implement dealers what was right and wrong with the conduct of their business, the Tri-State Hardware and Implement Association overcame a handicap imposed upon its 46th annual convention program by the unavoidable withdrawal of some key speakers and the deaths of the president and another key personality in association affairs.

It was traditional for the association to headquarter in the Herring hotel, February 7 and 8, with registrations of approximately 800, only half a hundred less than the announced attendance for 1954. Otherwise, however, tradition was inconsistent since, for the second straight year, weather was balmy. This drew an implication of lament from Marshall D. Shepherd, secretary-manager, who told the convention that good weather keeps members at home, taking advantage of propitious conditions to work, thus hurting attendance, while the customary Norther of the season turns thoughts to the convention.

Fred Sherwood of Childress, Texas, elected vice-president last year, presided in his capacity of vice-president, assumed upon the death of President Edgar Brasch, retail hardware dealer of Leveland, Texas. The other death since the last convention was that of

Past President Carl Harrison, farm equipment dealer of Memphis, Texas, and an influence in association activities.

In its election, the association voted Sherwood into the presidency in his own right and advanced Carl Maurer of Friona, Texas, from director to vice-president.

Five directors were re-elected. They are G. W. Acker of Perryton, Kenneth Cox of Lubbock and K. C. Vaughn of Tulia, all of Texas; Morton Gragg of Portales, and Fred D. Huning of Los Lunas, both of New Mexico. One newly-elected director is J. L. Hook of Texhoma, Okla.

Because of the two deaths there was no change in the advisory board, consisting of Past Presidents E. C. Armstrong and R. P. Isaacs of Clovis and Clayton, N. M., respectively, and Homer Estlack of Clarendon, Texas.

In its annual breakfast meeting the Panhandle Hardware and Implement Travelers (PHIT) Club had previously elected Jerome Stocking to the presidency, succeeding Newt Riggs. Vice-president is G. F. Mikesell and Mel Phipps was re-elected secretary-treasurer.

Directors are King Kendrick, W. L. Browning, Jim Lawson, Sam R. Mitchell, Lloyd Myers and Charles M. Davis. All officers and directors live in Amarillo.

The consumer panel resulted from a suggestion made and discussed during a meeting of the board of directors and it was moderated by Director Vaughn. He led to the platform a group consisting of three attractive women and an equal number of clean-cut men, who were introduced as:

Leo Foster, farmer of Kress, Texas, and his wife, Lucille; Mrs. Mary Burgess, Tulia housewife; Otis Harmon, Tulia farmer; Mrs. Pat Wilkinson, Amarillo housewife and Dick Madison, Amarillo businessman.

Thus there were four representatives of the small community and two typifying the larger center of population. Under leadership of Moderator Vaughn, who specified that the panel was unrehearsed, the various members told what they like and don't like in hardware stores and farm equipment dealerships and why they buy where they buy. The audience consisting of hardware and farm equipment dealers remained hushed and attentive except to join the panel in an occasional laugh, most hearty of which was inspired by the farmer's wife, Lucille Foster of Kress.

Explaining that she often went to town to get parts for her husband, Mrs. Foster said what she would most like to have in a farm equipment dealer's place of business "is a counter man who can get the part I want when I describe it and don't have the number."

Acting President Sherwood spoke only briefly in the spot assigned for the president's annual



M. T. "Simmy" Nolph
Michigan



George Redding
Florida



Bob Alexander
Maine



Fred Ketterman
West Virginia



Scott McGill
Texas



**These experienced
hunters help
you sell Peters
"High Velocity" 22's**

These guides and hunters want powerful ammunition when they go hunting. Experience has shown them that Peters "High Velocity" 22's can't be beat for power and accuracy.

And that's the story they're telling your best customers. Big color advertisements appear every month in *FIELD & STREAM*, *SPORTS AFIELD* and *OUTDOOR LIFE*—plus the leading magazines in the farm, boys' and special shooting markets.

It all adds up to bigger Peters sales for you. So check your stock of Peters 22 ammunition now! And while you're at it, make sure you're ready for the growing demand and have a full stock of the entire Peters "High Velocity" line.

Peters

sales
PACKS THE POWER!

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



PHIT Club Officers



PHIT club officers: Mel Phipps, secretary-treasurer; G. F. Mikesell, vice-president; Newt Riggs, retiring president and Jerome Stocking, president

address, saying he would "just act like I am making an address, for I am not a speaker."

He said he had attended the national convention in San Francisco, but:

"Our association is just as helpful as the national. They have the same type of problems we have and the same competition.

"For the past 30 days I have been out over much of our association territory and we have the same problems we have had in the past, including the need for water.

"But I also noticed that some hardware dealers are really in love with their hardware, judging by the stocks of horse collars and mule shoes. This merchandise should certainly be cleared out so as to make room for something that will sell."

Only other speaker actively participating in either the hardware or farm equipment business was G. R. Campbell, Southwestern division manager for Allis-Chalmers, who advised his audience to never lose sight of the fact that making a sale depends entirely upon relations with the customer.

"Only one person can do anything about the farm equipment problem and that's you," he continued.

"For the past two months we have seen a readjustment and change that all of us realized had to come, but it is a change that makes us, as manufacturers, and you, as dealers, better people.

"However, we have never faced a more favorable time in history. The diversification program means that we will sell more of different types of equipment. The government says that by 1975 there will be a lot fewer farmers and that means we must design and deliver better equipment than we have in the past."

Other speakers were Russell Mueller, managing director of the National Retail Hardware Association; Paul Mulliken, managing director of the National Retail Farm Equipment Association; Dr. Ralph W. Ogan, a psychologist; Rev. Leon Hill of Amarillo and Jeff Williams, humorist of Chickasha, Okla., who addressed the annual banquet.

Two scheduled speakers were unable to appear. They were Merrill D. Graham, sales consultant of Concord, Mich., and Dr. Kenneth McFarland of Topeka, Kan.

Tradition held steadfast in two other phases of the convention—two mass entertainment features as much a part of the convention by now as business sessions.

These are the annual indoor barbecue at which the Amarillo Hardware Co. entertains approximately twice the number of convention registrants and the elaborate cocktail party of the Morrow-Thomas Hardware Co., where there is seldom any elbow room.

These are the two wholesale hardware institutions located in Amarillo.

Prescription for Hardware Merchants

(Continued from page 72)

ence much faster and become "specialists" much sooner than would be the case if they must simultaneously acquire a sufficient working knowledge of all lines handled in the store. In this way the buying as well as the selling becomes specialized.

One who has made a concentrated study of a given line is more qualified to analyze the needs and product acceptance of the customers than is one who does not have that advantage. He is a "specialist" in his line.

Specialists are not new in the world of today. In practically every manufacturing plant are men or women who specialize in certain operations in the production line; a majority of those in the medical profession specialize in treatment of certain diseases; lawyers specialize in criminal, civil, or corporation law; even in automobile repair garages we find "specialists" in carburetor, brake, ignition, motor, body and fender repairs.

By the same token, departmentization is not a new idea, since department stores have been in existence for years. A department store is nothing more than a group of departments combined into one business, with each department in charge of a "specialist" in that particular line.

Scientific progress has expanded the hardware field to include, in addition to general hardware, such important lines as electrical, plumbing, sporting goods, radio, television, refrigeration, and other lines, varying according to geographic location and custom. Thus, the march of progress has tended to place the modern hardware store in the same category as the department store.

The "Do It Yourself" movement is expanding and, due to current labor costs, is almost certain to become a permanent trend. This will further magnify the need for "specialists" in retail businesses catering to the home mechanics. Sales personnel serving them must know the physical problems and product characteristics of all items involved, such as paint, floor and wall coverings, and roofing, along with electrical, radio, TV, and plumbing equipment, devices and accessories, and all types of tools. They must know enough about all of them to intelligently explain their merits, purposes and uses,



25 MILLION
REASONS WHY
RUBEROID IS THE
BIG PROFIT LINE
FOR '55

In 1955, eleven (count 'em) of the biggest consumer magazines in the country will carry Ruberoid ads. Led by LIFE, the biggest of them all, they'll be telling 25 MILLION FAMILIES about the hottest roofing and siding line in the industry. Here's the most powerful advertising program in Ruberoid's history . . . more than ever the Ruberoid line will mean bigger sales and more profits for dealers in 1955.

This year Ruberoid dealers will have more profit building, tie-in opportunities than ever before. During '55 there'll be 39 big Ruberoid magazine ads . . . *one ad or more every single month throughout the entire year!* It's an advertising powerhouse you can't afford to miss.

Ask the Ruberoid representative to show you the "1955 Advertising-Merchandising Opportunities for Ruberoid Customers". It's your best profit timetable for 1955.

The RUBEROID Co.

Asphalt and Asbestos Building Materials

*Smoke-out
heap big knife
sales with*



CAMILLUS



No wonder Camillus has the edge when it comes to selling knives: — Who else gives dealers a whole tepee full of selling aids such as you see here?

The lineup — available to all Camillus dealers *without cost* — includes . . .

- A. Modern, eye-catching display case (#55).
- B. Sensational Balsa Counter Display.
- C. Combination store pennant or window streamer!
- D. Camillus national consumer advertising in leading magazines!
- E. Informative, sales-producing "Know the Product . . . Better the Profit" folder.

And ad mats, catalogs and other powerful merchandising material.
Order forms for free sales aids included in every box.

Remember, you now make a full 40% profit on every Camillus sale!

**PHONE, WRITE OR
SEND SMOKE SIGNALS TODAY!**



HAND MADE BY AMERICAN CRAFTSMEN!
**SOLD AT Hardware And Sporting Goods
Stores EVERYWHERE!**

CAMILLUS CUTLERY COMPANY, CAMILLUS, NEW YORK



WHY *Southern?*

because **SOUTHERN** fasteners arrive on schedule!



Filling an important order? Then *Time is Money*. Waiting for your fasteners means costly loss. Southern knows this. With you in mind, we concentrate on prompt service.

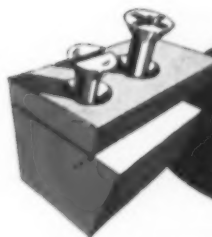
To make sure your order is filled promptly, we keep enormous stocks in the widest range of sizes and finishes—as much as two miles of 24-inch shelves stocked with wood screws alone. In a matter of minutes after your order reaches us your fasteners are on their way to you, by the carrier of your choice—motor transport, parcel post, rail, plane.

Every screw shipped by Southern is rigidly inspected, for our reputation is built on **QUALITY** plus **SERVICE**. Let our Service save your Time.

Write for free color label chart, package stock guide, back stock list.
Box 1360-S

WOOD SCREWS • STOVE BOLTS

In Bulk Only: Machine Screws • A & B
Tapping Screws • Hanger
Bolts • Carriage Bolts.



Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

SOLD THROUGH LEADING WHOLESALE DISTRIBUTORS

FACTORY WAREHOUSES: NEW YORK, N. Y. • CHICAGO, ILL. • LOS ANGELES, CAL. • DALLAS, TEXAS

SOUTHERN HARDWARE for APRIL, 1955

and to actually demonstrate the mechanical lines and power tools.

I do not believe one person is capable of all it will be necessary to know in order to successfully capitalize on the "Do It Yourself" potential at the peak it is sure to reach.

The success of department stores, generally speaking, is convincing evidence that their program of having specialists in each department is sound and practical. Successful methods and systems are not thrown into the discard unless they can be improved upon, and no one has yet come up with any universal improvement over the department store practice.

In our own business, we have found the departmental set-up very practical and successful. Even in the early days when our business consisted of only three departments, our buying, merchandising, warehousing and records were departmentized.

We now have 10 departments involved in the lines we handle. Each department is responsible for the buying, sales and sales promotion, warehousing and records on goods handled in and by that department. We do not feel that any one person is capable of the general and technical knowledge necessary to efficiently administer all our varied lines.

Our sales organization is departmentized only to the extent of mercantile and industrial accounts. All of our sales representatives must have what we term a "working knowledge" of our entire stocks, but some work primarily with mercantile accounts, the others with industrial accounts. Technical and other special assistance is rendered when needed by departmental personnel.

We feel that this program has several advantages and few, if any, serious disadvantages. We not only get more efficient buying and selling effort, but departmental records enable us to more readily sense changing trends and thereby more accurately determine the potential sales stability of a given item or line.

Our own experience is of course my strongest argument in favor of departmentalization. I doubt that any one program of departmentizing is adaptable in full to all businesses, but I am convinced that the principle is sound and will benefit any business, wholesale or retail, in proportion to its degree of adaptability.



Stanley Bumby, president of the Florida association, left, congratulates W. M. Flemister, new president of the Georgia association

Georgia-Florida Meeting

SALES PROMOTION, quick service and the activities of price-cutting outlets received major attention from delegates attending the annual convention and trade show of the Georgia and Florida Retail Hardware associations. The convention was held March 6-8 in Atlanta, Georgia.

Opening the convention program, Otto W. Brady, Jr., Miami, president of the Florida association warned dealers that if they are to compete effectively with other outlets handling hardware products they must carry a wide inventory of merchandise. In his talk on "Completeness of a Hardware Store," Mr. Brady stated that the up-to-date keeping of a want book is the best means of assuring completeness of stock.

Discussing selling and promotion in the independent retail hardware store, Lewis W. Rush, vice-president, Advertiser's Exchange, New York, N. Y., said that there is just one reason to advertise—to increase profits. Stating that people won't buy what they don't want, Mr. Rush urged dealers to advertise what people are interested in. Ads, he said, should develop the urge to buy, and dealers should spend at least two percent of their own gross volume on advertising.

The convention's second business session on Tuesday morning, March 8, featured a panel discussion on quick service. Panel members were W. W. McManus, president, King Hardware Co., Atlanta, Ga.; Carol Smith, Carol Smith Hardware Co., Winter Haven, Fla.; and William Rehbaum III, West Coast Hardware Co., Clearwater, Florida.

John W. Sheffield, president, Sheffield Hardware Co., Americus, Ga., closed the session with a talk on the price-cutting activities of the various outlets encroaching on the hardware field.

New officers of the Florida association are: Stanley Bumby, Orlando, Fla., president; R. M. Bronson, Eustis, vice-president; and W. W. Howell, Waycross, Ga., secretary. Directors are: Paul Franklin, Ft. Myers; T. R. Hodges, Monticello; Robert McCann, Ft. Lauderdale; and Jack F. Proctor, Jacksonville Beach.

New officers of the Georgia association are: W. M. Flemister, Atlanta, president; Forrest Knapp, Thomasville, vice-president; and W. W. Howell, secretary.

Directors are: William Avery, Macon; C. C. Giddens, Adel; Clarence Johnston, Albany; E. O. Pennington, Lafayette; and Virgil Poss, Washington.

Tops in Value!

WITH A FULL PROFIT MARGIN
FOR YOU!



UNIVERSAL'S *Hardware Week Specials* with the "NEW CORDOVAN LOOK"



UNIVERSAL Pint Vacuum Bottle

- "Shur-Grip Cordovan" Finish Case
- Ivory "Roc-Lite" Plastic Cup
- Pre-tested Vacuum Filler
- Spring-metal "Cradle" Shock Absorber
- Water-Tight Construction

a regular \$1.85 value
specially priced at

\$1.49

Stock these Universal *Top Values* and pass extra saving along to your best customers! Feature them in windows, on counters in mass displays. Be sure to ask your wholesaler or write us direct for all the facts!



UNIVERSAL Heavy Duty Lunch Kit

with the exclusive cup holder

- "Cordovan" Finish Lunch Kit complete with "Shur-Grip" Universal Pint Vacuum Bottle
- Extra-Heavy "Loc-Tite" Safety Catches
- Oversize collapsible metal handle
- Identification Holder on each end of kit

a regular \$3.15
value specially
priced at

\$2.79

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Officers of the association are, left to right: Charles Giles, secretary-treasurer; A. C. Black, president; and Guy R. Coplin, second vice-president. J. Oviatt Bowers is first vice-president

Alabama Meeting

DELEGATES to the annual convention of the Alabama Retail Hardware Association were warned that there must be renewed emphasis on selling and promotional activities if the hardware retailer is to continue to compete effectively with other outlets handling hardware products. The convention and accompanying trade show were held March 1-3 in Birmingham.

In his welcoming address to visiting dealers, Mark Lyons, Jr., McGowin-Lyons Hardware and Supply Co., Mobile, pointed to the decline in net profits on both the wholesale and retail levels and urged dealers to reshape their merchandising programs.

The next speaker, G. E. Didcock, Fedders-Quigan Co., substituted for J. F. Spaulding, Black & Decker Manufacturing Co., who was unable to be present. Mr. Didcock stated that if dealers are to be successful in the hardware business they must be good merchandisers. He said that merchandising consists of four aspects: advertising, display, selling and financing. The beginning of all good merchandising, he said, is selling. Retail hardware dealers, the speaker emphasized, should remember that they do not cater to people's wants, but instead supply people's needs—and people hate to spend money for

things they need.

There is too much deadstock in hardware stores, the speaker continued, and if dealers go on selling only what is called for they will go out of business.

"When you sell people only what they need you usually sell at the lowest possible price and consequently at the lowest profit."

Mr. Didcock urged dealers to make salesmen out of their clerks as one means of increasing sales and profits, and he suggested that salesmen sell more effectively when given an incentive such as a commission or bonus.

Dealers should use at least two percent of their gross sales for advertising purposes and should be in a position to sell things on time, the speaker concluded.

Included on the second day's program were addresses by Rev. A. T. Sprouse of Birmingham whose subject was: "Evaluation of World Politics," Dave Livingston, Washington, Iowa; and A. B. Hill, president of the national association. Mr. Hill's talk was entitled "Competition's Rough, But We Are Ready."

A. C. Black, Alexander City was elected president succeeding C. R. "Bun" Cranford.

J. Oviatt Bowers, Tuscaloosa, will serve as first vice-president, while Guy R. Coplin, Guntersville,

was named second vice-president. Chuck Giles continues as secretary-treasurer.

Directors are: George F. Bailey, Montgomery; W. T. Wild, Evergreen; Leonard Housel, Gordo; Frank Dedbetter, Attalla; Bill Wittmeir; Irwin Kinney, Jr., Birmingham; Silas Martin, Jr., Wetumpka; John Sandlin, Decatur; B. F. O'Steen, Jr., Florence and W. M. Dismukes, Prichard.

Delegates were entertained at a president's reception, an industrial luncheon, and the annual banquet.

Spotlight on Distribution

(Continued from page 64)

well-planned market development work?

It appears quite likely that the discount houses may have some permanent place in the picture, as outlets for surplus or distress stocks, or off-brand lines of merchandise. But from the long-range viewpoint they probably present no serious threat to our long-established system of distribution for the simple reason that they offer few of the services which are so essential in the merchandising field.

Of course, this isn't the first time that some menacing new development has threatened to upset the orderly distribution of merchandise.

It is said that when the first department stores appeared on the scene, there were many who thought they spelled the doom of small retailers and independent wholesalers.

Even more menacing were the mail order houses in their period of most rapid development a half century ago. There are many still in business who will remember the frantic support-your-home-town-store campaigns which were put on in smaller cities and towns over the land. But in time it became clear that, for most people, the savings in buying by mail were not sufficient to offset such necessary retail store services as merchandise displays, intelligent selling, demonstrations, immediate deliveries and dependable service. So in time, when the mail order houses wanted to expand further, they had to put in their own retail stores and duplicate the services offered by the long-established system of distribution through independent wholesalers and retailers. And in doing this



16 Fast-moving Money-Makers
in **UTICA's** pre-tested H-8

TOOL MERCHANT display

This Utica® "Tool Merchant" display made of durable, lacquered red metal has been market pre-tested to insure you quick tool turnover. It's proved itself a winner in the field and it's now ready to win sales.

Designed as a semi-permanent fixture to fit perfectly into Peg-Board displays or on wall or cabinet door, etc. The "Tool Merchant" holds two each of Utica's fastest moving tools. Minimizes inventory problems.

**ACTUAL TESTS prove
THESE TOOLS ARE FAST MOVERS**

2 ea. 91-8 adjustable wrenches	2 ea. 7-6 slip joint pliers
2 ea. 91-10 adjustable wrenches	2 ea. 50-8 side cutting pliers
2 ea. 40-7 diagonal cutting pliers	2 ea. 507-10 rib joint pliers
2 ea. 41-6 diagonal cutting pliers	2 ea. 654-6 long nosed cutting pliers

RETAIL PRICE
16 TOOLS..... **'42.68 list**

NO CHARGE FOR DISPLAY

YOUR COST
FOR 16 TOOLS..... **'28.46**

YOUR PROFIT '14.22

AND you'll keep refilling the "TOOL MERCHANT" for more and more profitable sales because these tools are intensively ADVERTISED TO YOUR CUSTOMERS

It pays to sell quality tools



and the world's best tools
are made in U.S.A.

THE HALLMARK OF QUALITY

**UTICA DROP FORGE AND TOOL
CORPORATION**

UTICA 4, NEW YORK

In Canada: ADLAM TOOL & SUPPLY CO., LTD., MONTREAL

GENSCO**FAMOUS SWEDISH MADE HARDWARE**

Swedish WOOD CHISELS

★ Hand-honed Swedish Steel Blades!

★ Machine Turned Tenite II Plastic Handles!

★ Shipped with Plastic Strip-off Coating on Each Blade!

Ask your craftsman customers what they want in quality wood chisels and they're bound to describe a Gensco Swedish wood chisel. Here's the finest Swedish steel blade that takes a razor edge and holds it ... plus a Tenite II handle that's practically indestructible. Write for catalog sheet and prices today.



FREE DISPLAY BOARD

3 color display board stands on counter or hangs on the wall. Holds set of 11 chisels sizes from 1/4" to 2". Yours *free* with the purchase of one set plus 5 extra of popular sizes (total of 16).

Bushman Swedish Bow Saws

Complete line of famous Gensco Bushman Swedish bow saws. 24", 30", 36", 42" and 48" lengths ... Rigid frames, adjustable frames, tension levers, tapered frames and extended handles. Also replacement blades for all bow and buck saws. Write for literature and prices.



Chisel Rolls

Gensco Swedish wood chisels in heavy vinyl coated canvas rolls with clear vinyl pockets. Net 300-6 with 6 chisel assortment shown. Also in 4 and 11 chisel assortments.

Swedish Mora Hunting Knives



Inlaid Swedish steel blades, curly birch handles, plated brass bolsters, guards and butts. Top grain leather sheaths with metal reinforcing. Free display with seven knife assortment. Write for catalog sheet.

SEE YOUR JOBBER

Wood Screws & Machine Screws

Gensco Crown Brand slotted head wood screws in Bright or Blue steel, Brass and Nickel plate in round, flat and oval heads. Also Bright steel Machine Screws in complete sizes, round or flat head with square or hex nuts.



WRITE FOR PRICES

they eliminated most of the savings they offered to mail order buyers.

Similarly, the chain stores in their period of most rapid expansion, a few decades ago, were regarded as threatening the very existence of independent retailers and wholesalers. But in time it became evident that the chain store system of merchandising was best adapted to fast-turning staple merchandise such as is handled by the grocery chains, the variety chains and some wearing apparel chains. Hardware, for instance, has not suffered too much from chain store competition — not in the smaller cities and towns anyway.

For many years the combined sales of all chain stores and mail order houses have been more or less stabilized at around 22% to 23% of all retail sales according to figures from the U. S. Census of Business. Actually, in the period between the Business Census made in 1936 and the last one, made in 1949, the rate of increase in chain store and mail order sales was substantially less than the rate of increase in either general retail sales or all wholesale sales.

The trend of wholesale sales may perhaps suggest better than anything else whether our long-established system of distribution through independent retailers is suffering from malnutrition. For, of course, most wholesalers are in business principally to serve independent retailers. So it is significant to note that according to the last Census of Business, made in 1949, the total volume of wholesale sales was 190.5 billion dollars (as compared with 55 billion in 1939 and 43 billion in 1935). And that certainly is a very, very healthy volume of business.

Admittedly, since there have been such large price increases in all lines of merchandise, following both world wars, there has been a noticeable tendency to criticize our system of distribution as being inefficient, as adding unnecessarily to the cost of merchandise. Yet the cost of distributing merchandise, in terms of percentages, has not increased.

Similarly, there has been a tendency — principally on the part of amateur economists or those with little or no actual business experience — to suggest that the services of the wholesaler might be eliminated, with consequent large savings in the distribution of merchandise. The finger of suspicion has sometimes been pointed at the

GENSCO**GENSCO TOOLS**

A DIVISION OF

GENERAL STEEL WAREHOUSE CO., INC.
1806 NORTH KOSTNER AVENUE, CHICAGO 39, ILLINOIS



NEW

**GEM DANDY
ELECTRIC CHURN**

*A bigger Value than ever
at New Low Prices*

DELUXE MODEL-REDMOND SPECIAL \$23.95

without jar

The nationally advertised Gem Dandy Deluxe Electric Butter Churn is the world's most popular electric churn. New, more efficient, cooler running motor with aluminum handle. Aluminum cover designed to fit containers with various openings and sizes, is lined with vinyl which prevents vibration or movement. Order a stock of Gem Dandy Deluxe Model today. At new low prices, it will build big volume and profit for you.

- New Motor—aluminum handle.
- New aluminum cover lined with vinyl, fits any container. Easy to clean.
- Detachable aluminum shaft.
- Sanitary white motor—switch in cord.
- Adjustable aluminum dasher with extra agitator.
- Slow-speed motor — churns quicker, makes better butter.
- 18 months warranty.

DeLuxe Model without jar \$23.95
Recommended dealer's cost \$15.97

Shipping weight 7 lbs.
Carton 10" x 10" x 10".

Gem Dandy Duraglas jar with cover and handle:

List price 3-gal. jar \$3.95—Dealer's cost \$2.37, Wt. 11 lbs.

List price 5-gal. jar \$4.95—Dealer's cost \$2.97, Wt. 16 lbs.



STANDARD MODEL-REDMOND SPECIAL \$19.95

without jar

New, more efficient, cooler running motor. Churns in 15 to 20 minutes. Standard model has black motor, aluminum handle. Aluminum jar cover fits Gem Dandy jar. Motor base with four rubber-tipped prongs prevents movement or vibration when used with owner's crock or other wide mouth container. The Standard Model is a ready seller. 18 months warranty. Order your needs today.

STANDARD MODEL without jar \$19.95
Recommended dealer's cost \$13.97

Shipping weight 7 lbs. Carton 10" x 10" x 10".

**MANUFACTURED BY
ALABAMA MANUFACTURING CO.**

SOUTHERN HARDWARE for APRIL, 1955

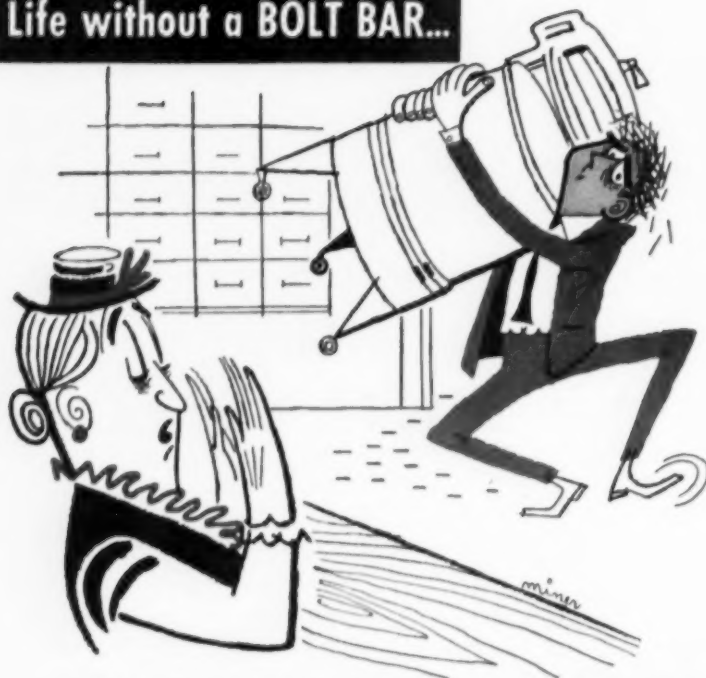


NATIONALLY ADVERTISED

Order today from your distributor
2 1/2% 10 days, net 30 days. F.O.B.
distributor's shipping point.

**Dept. L, 1st Avenue, North at 13th St.,
BIRMINGHAM 3, ALA.**

Life without a BOLT BAR...



"NO, NO! A HALF-INCH WASHER!"

Home mechanic Martha knows just what she wants but she has a tough time making it clear to Hardware Harry.

Many such slight misunderstandings can be avoided . . . and a great deal of energy and time saved . . . with a self-service Lamson BOLT BAR.

Recent tests in hardware stores prove that the BOLT BAR stock turns over an average of 6 times a year. This is all *additional business* over and above normal bolt and nut sales.

So do yourself a profitable favor. Invest in a modern Lamson BOLT BAR. It will save you hours of time, needless trouble and turn a neat extra profit to boot.

Your Lamson distributor can give you the whole story . . . or write us direct.

The LAMSON & SESSIONS Co.

1971 West 85th Street
Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio
Birmingham • Chicago

PAT. NO. 1,65,255



so-called "middleman." Yet we find that the wholesaling functions have to be performed, with comparable expense, in whatever system of distribution is used. And the very fact that wholesaling has flourished and expanded so greatly in recent highly competitive years is perhaps the best proof of all that the services rendered are absolutely essential.

But supply has now caught up with demand. We now have the discount houses and other developments which have resulted in a rather general tendency on the part of both wholesalers and retailers to study their operations with a view to determining whether any possible economies may be effected.

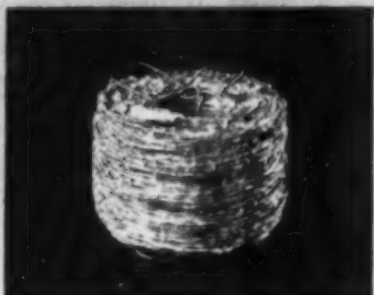
There is the item of selling expense, for instance. Some wholesalers are experimenting with plans to eliminate the services of their salesmen, or cut them down substantially. But the possible savings are small. In the wholesale hardware trade the item of selling expense amounts to little more than 4% of sales — and that's 3% or less of the retail price. Not all of that could be saved; and the saving is so small as to justify the general feeling that it is not enough to offset the loss of the important services rendered by the wholesaler's salesmen.

Likewise, many hardware retailers are now experimenting with self-serve plans to try to cut down their selling expense. These may work out all right in taking care of the business on small, staple merchandise. But there are so many items in the hardware line which need to be explained or demonstrated or sold that one is justified in being a little doubtful whether, for independent hardware retailers in general, self-serve merchandising offers much opportunity for substantial savings.

In all probability such immediate problems as the discount house will be found to be much less troublesome as we complete the transition from the period of post-war shortages, through the period of excess supply, to the period when we have settled down into a more normal balance of supply and demand. For, of course, the discount houses are able to exist, and flourish, only because of their ability to offer well-known, highly advertised lines of merchandise at cut prices. If in time they no longer have access to such merchandise, they will then have to



Do your customers know **ALL** these advantages OF **USS AMERICAN BALING WIRE?**



USS American Barbed Wire is a leader in its field too!

Here's another top quality, easy-to-sell product that will lead you to increased sales and profits. There are five types of USS American Barbed Wire. They differ in barb size, shape, number of points and spacing and in wire gauge. All are big sellers throughout the South . . . all are heavily galvanized and are tightly and uniformly wound on non-collapsible reels.

The steel used in USS American Barbed Wire is carefully controlled from ore to finished product to insure correct tensile strength, and carefully stranded to provide proper stretching qualities. This is essential to take care of expansion and contraction due to temperature changes.

• USS American Baling Wire was specially developed to meet the exacting requirements of the various automatic pick-up balers used today. This wire is heat-treated so that it will hold bales tight and neat, yet it will bend and tie easily. Each coil is carefully wound at an even tension to assure tangle-free uncoiling . . . fast, smooth baling. There are no splices or joints to jam baler mechanisms and cause costly delay in the baling operation.

USS American Baling Wire coils are wound for quick, easy loading. They are packaged in convenient moisture-resistant cartons for easy handling and safe storage. Be sure you know the make of automatic baler your customer is using so that you can give him the coil size that was wound for that particular model.

The USS trade-mark on each carton of American Baling Wire shows your customers that you carry top quality, dependable products. Make certain that this familiar label is prominently displayed.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE
MEMPHIS • NEW ORLEANS • TULSA

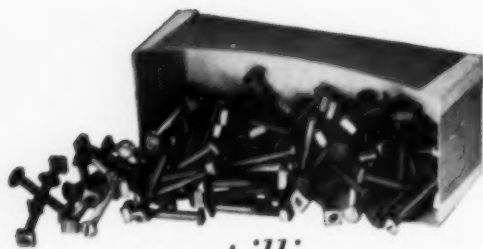


USS AMERICAN FENCE

USS TENNESEAL V-Drain ROOFING

UNITED STATES STEEL





no spilling



no mixing



no sorting



when you sell ® bolts in **HANDY-PACK CARTONS**

Handy-Pack cartons are strongly made of sturdy corrugated board. They'll take lots of use and even abuse without bursting apart at the seams. Clearly-labeled, they simplify your display and selling... attract impulse purchases... save plenty of time and money. Write for types, sizes and quantities of Circle® fasteners in Handy-Pack cartons. Order through your wholesaler... who is assured prompt service by our streamlined customer service organization.



BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

Central Sales Office and Plant N. TONAWANDA, N. Y.

Western Sales Office 1534 Monadnock Bldg., CHICAGO

Eastern Sales Office 50 Church St., NEW YORK CITY

Sales Representatives In Principal Cities

MAKING FASTENERS AND FRIENDS FOR 100 YEARS

occupy the much less important role of sellers of distress stocks or off-brand lines of merchandise.

Meantime, let's not lose sight of the fact that our long-established system of distribution through independent wholesalers and retailers has met the test of many decades of highly competitive merchandising — through mail order houses, chain stores, catalog house stores and other types of outlets. In the main it has been an efficient system. It has worked well. It has been just as responsible as our assembly-line methods of manufacture, for bringing us by far the highest standard of living of any nation in the world.

If the spotlight is on distribution, let's regard it not as casting any shadows on the future of hardware wholesalers and retailers — but, rather, as offering an opportunity to work together more harmoniously and search for any possible further economies which will not weaken the efficiency of the hardware wholesaler-retailer team.

Dealers Report on the Attack on Prices

(Continued from page 65)

Carolina, Georgia, and Texas.

Several other dealers had somewhat different problems. A Mississippi hardware man stated that no outlets in his area were cutting prices, but that "we have to contend with price cutting in lumber and building supply items."

A Louisiana dealer also could find no evidence of major price cutting among retail outlets in his area, instead charging that "wholesalers here are selling fair-traded items to individuals at wholesale."

The question, *How do these prices compare with so-called established prices?* brought a wide variety of answers. The reduced prices reported by dealers ranged from 10 to as high as 50 percent off of established price levels. Generally, the reported cuts in prices were from 20 to 40 percent below established retail levels, or at about dealer cost or a little higher.

In some areas discount houses are the outlets offering the sharpest cuts while in other areas drug stores are selling hardware merchandise at the greatest reduction. In this respect there seems to be no pattern for the South as a



CHARLES R. COX

Portrait by Fabian Bachrach

"I urge every executive..."

"I know of no better method for each citizen to protect the American way of life than by building his own economic security and by helping his Government to keep financially sound. Both these results can be accomplished through the Payroll Savings Plan. I urge every executive in the nation to give this Plan his active and vigorous support."

CHARLES R. COX, President, Kennecott Copper Corporation

With the active cooperation of Mr. Cox, Kennecott

conducted a person-to-person canvass which put a Payroll Savings Application in the hands of *every* one of Kennecott's 20,000 employees. The men and women of Kennecott did the rest. Country-wide participation in Kennecott's Payroll Plan rose from 24% to 52%.

Your State Director, U. S. Treasury Department, is ready to help you install a Payroll Savings Plan, or show you how to build participation in an existing Plan through a simple person-to-person canvass. Write today to Savings Bonds Division, U. S. Treasury Department, Washington, D. C.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE



Wake Up Counter Sales!

NEW SELF SERVICE DISPLAY

DHD®

MASONRY

ANCHORS

- ◆ REQUIRES LIMITED SPACE
- ◆ EASY TO SET UP
- ◆ HOW TO BOOKLETS come with display



DHD®—Diamond Hammer Drive Anchors need no special tools—patented rust-proof, one-piece construction. New display keeps these easy to use anchors out on the counter. Sell them by the box or by the unit.

Order your displays today from your Hardware Distributor.

DHD is a trade mark of Diamond Expansion Bolt Company for Diamond Hammer Drive Anchors.

Diamond Expansion Bolt Company
GARWOOD, NEW JERSEY

DIAMOND

whole.

Throughout the nation, appliances — both major and table appliances — are the products being pushed most prominently in price cutting operations. And the same holds true for the South. In addition, however, southern dealers reported a broad range of other merchandise being offered at reduced prices by various retail outlets.

Asked to list those products on which prices are being slashed, 42 percent of the dealers answering this question listed appliances, including both major and table appliances; nine percent mentioned housewares (which probably included appliances); seven percent listed paint, while six percent mentioned guns and ammunition. Other products listed, but by a small number of dealers in each case, included: heating stoves, tools, power tools, plumbing fixtures, power mowers, nails, sporting goods, roofing, toy trains, and the "everything" listed by one irate dealer.

Already alarmed by shrinking net profits, many dealers are uncertain as to how this price-cutting competition can be met. Many feel that maintenance of normal price levels can best be assured if manufacturers and wholesalers will carefully observe traditional patterns of distribution.

Following are some typical dealer comments on the situation:

Arkansas—Our principal trouble in a small town comes from fly-by-night auction outfits that sell our lines for nothing.

South Carolina—There are a number of wholesale places that sell over the counter to individuals. It sure is unfair to the merchant.

Alabama—I think that when an article is fair traded the price should be put on the article and a notation made: fair trade price.

Texas—It's got to the point a person in the hardware business has to be afraid to quote a list price for fear his customer will just walk out on him. They expect a discount, because nearly all places will give it. I wish there were something that could be done about it.

Florida—I've been in the hardware business 37 years, but if this keeps up we are on our way out.

Tennessee—We believe more trouble is ahead. One luggage concern told its salesman he would have complaints for a while, but these would soon die down. We expect to go on complaining.

Texas—We are constantly beset

**SPRING
SPECIAL**

REYNOLDS * *Do-It-Yourself* ALUMINUM

REYNOLDS METALS COMPANY

★ Screened Porch and Window Screen Promotion
in Top Magazines in March, April, May

★ Newly Designed Storm Sash — First time Available—completely interchangeable with screens

Get faster sales, bigger profits from your Reynolds Do-It-Yourself Service Rack—Promote and sell do-it-yourself screened-in porches and breezeways. (Reynolds Plan No. 117 tells how in easy steps.) And feature window screens and interchangeable storm sash.

Everything you need is available—window streamers, envelope stuffers, special rack sign, counter cards, instruction sheets, ad mats. Keep your promotion going through March, April, May and get full benefit from the big national advertising program.

CASH IN NOW!

... If you are not a Reynolds Do-It-Yourself Aluminum dealer, ask your distributor salesman about our complete merchandising program.

Order Your Reynolds Plan No. 117
on Screened Porches, Now!

THIS RACK CONTAINS

tube • rod • bar • a wide variety of
sheet designs • angles • fasteners •
screen and storm sash materials • win-
dow hardware • Reynolan Plastic Film •
trim strip.

REYNOLDS METALS COMPANY
2468 So. Third St., Louisville 1, Kentucky
Available in Canada



Screen Promotion Package...

POWERFUL "IDEA" ADS
THAT GET SCREEN
PROJECTS STARTED...

In LIFE, BETTER HOMES
& GARDENS,
POPULAR MECHANICS,
POPULAR SCIENCE
and other leading
magazines.



BIG NEW TRAFFIC
BUILDING SALES HELPS...

Window streamer,
rack sign, ad mats,
envelope stuffers,
instruction sheets,
light cord hangers.



AND "MISTER PEEPERS"
REACHING MILLIONS
with the how-to-do-it
selling story.





"Super Grade"

FOR BEAUTIFUL WALLS

Six Beautiful "Decorators' Patterns" Wallrite "Super Grade" is a new Decorated Building Paper by Fleming and Sons, Inc. Tack it or paste it! It's Budget Priced — wide margin of profit for the dealer.

Mail this Today!

Please send information showing WALLRITE "Super Grade" in Color.

Name _____

Address _____

City _____ State _____

FLEMING & SONS, INC.

DALLAS, TEXAS

with retailers, who are basically, primarily and organizationally pure retailers and nothing else, who erect a small warehouse, hire one outside salesman (who doubles as a hand at the central location of the retail operation and makes a few trips around to their own outlets) and thereby becomes a wholesaler. These "wholesalers" all run to a pattern. They order the ordinary requirements of their retail outlets from the manufacturer at wholesalers' cost, fill their retail outlets up with this merchandise and then immediately fly to outlying areas to "unload" the balance of their car-load purchases at prices below established wholesalers' prices. The savings made for their retail outlets by purchases at wholesaler cost are then, in most instances, used to undersell or freeze-out various competitors We believe a return to common sense, moral integrity and the old code of ethics which used to be paramount with most manufacturers will remedy this. But as long as sales managers and sales departments are pressured into maintaining sales at the sacrifice of these basics of American business, we can see no relief in sight in the immediate future. The blessing given these "wholesalers" by the manufacturer under the guise of governmental controls and laws which they say prohibits them from being selective as to whom they can and cannot sell is a bunch of bosh.

Tennessee—We are of the opinion that fair trade terms today are encouraging the discount houses. May I make it clear, we are 100 percent for fair trade, if it could be controlled and all items be fair traded. However, operating under present day conditions, with certain lines fair traded and others not, we are of the opinion that we should either go fair trade 100 percent or throw it out.

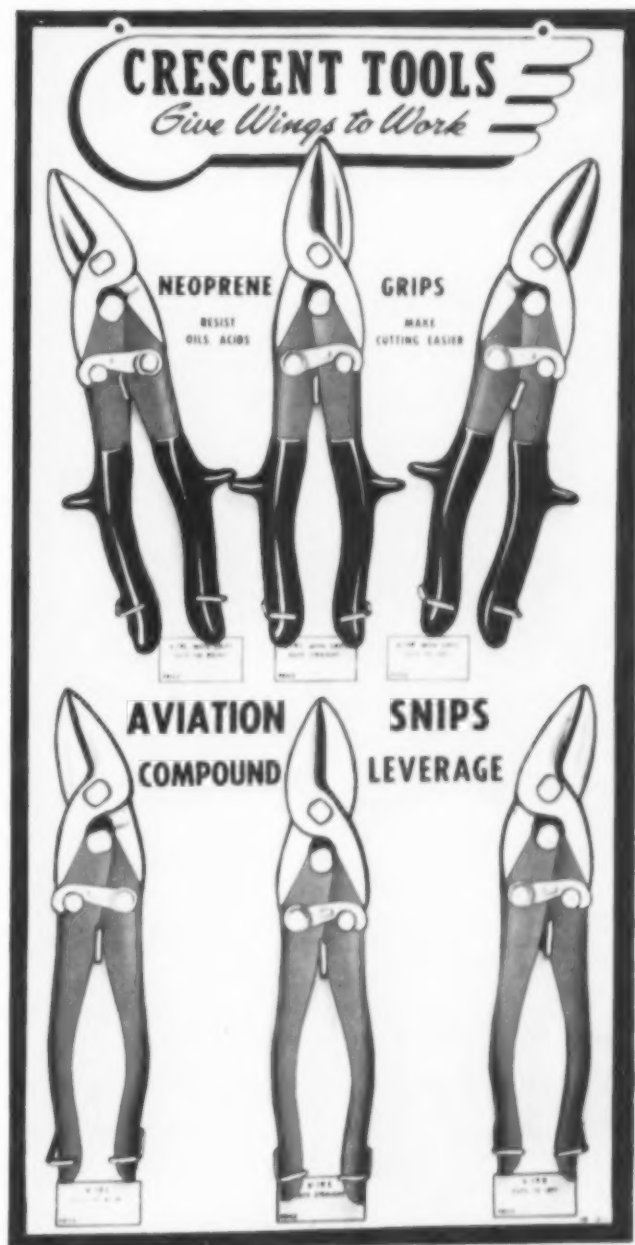
Washington, D. C. — Discount houses are here to stay in the Washington, D. C. area. The independent retailer can hardly go on acting as a show room for items sold by them. He must make his repair charges on those items large enough to partially compensate him for the income he has lost in not selling the items handled by discounters. He must also raise his margin on other every day staple merchandise to further compensate him for the lost income. In the long run the public saves nothing by having discount houses. The

DISPLAY COMBINATION**DB1211 12x24" Panel****2 V19L 1 V19L with grips****2 V19R 1 V19R with grips****2 V19S 1 V19S with grips**

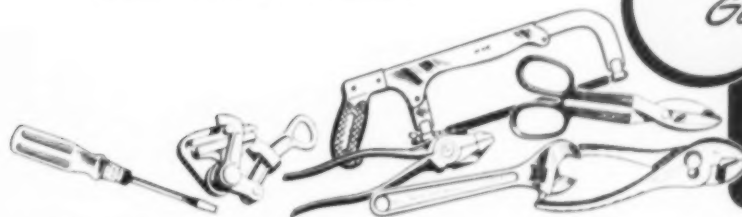
CRESCENT AVIATION SNIPS

Distinguished by CRESCENT'S exclusive streamlined design, these new Snips have many outstanding features. Alloy steel blades have extraordinary hardness and toughness and keen edges with machine ground serrations which can be factory reground. Compound leverage produces tremendous blade power with ordinary handle pressure.

Made in three patterns: V19S, straight cut, V19L, left hand which cuts to the right, and V19R, right hand which cuts to the left. All have zinc plated blades and parkerized handles. Neoprene Insulating Sleeves are available separately or installed.



Order from your jobber



CRESCENT TOOLS

Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*

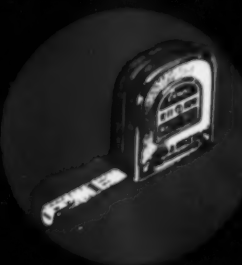
Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

SOUTHERN HARDWARE for APRIL, 1955

EVANS WHITE TAPES

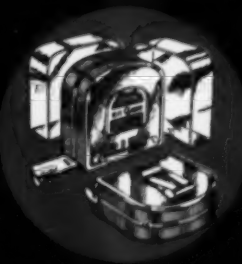
6, 8, 10 and 12-Ft. POCKET TAPES

A size for every use. Top quality workmanship. The pace-setters of the pocket tape field.



KING-SIZE 10-Ft. and 12-Ft.

Something NEW. 3/4" wide blade permits higher upright measurements. EXTRA: The Evans KING-SIZE is equipped with a removable BELT-CLIP.



LONG TAPES 25, 50, 75, 100-Ft.

Vinyl leatherette covered, special hook-ring attachment, chrome-plated winding reel and double roller mouth-piece. Stainless steel edge band.



AND ALL THESE EXTRAS

DISPLAYS — all Evans packaging unfolds into multicolored displays which hold and sell Evans White-Tapes.

THE LARGEST NATIONAL CONSUMER ADVERTISING CAMPAIGN IN STEEL TAPE HISTORY over 100,000,000 ads on Evans Tapes **EVERY YEAR!**

The only complete quality line of white steel tapes with ALL these sales features

- Plastic Utility Cases
- Double Markings



Work in feet and inches? Read here.

Work in inches? Read here.



- Sliding Hook — For Accurate Inside-Outside Measuring



- Chrome-Plated Cases
- Guaranteed Unconditionally
- Replaceable Blades In All Sizes
- Snow-White Blades — Jet Black Markings

NEW! 12 FT. "KING-SIZE" Pocket White-Tape with Exclusive Belt Clip Free

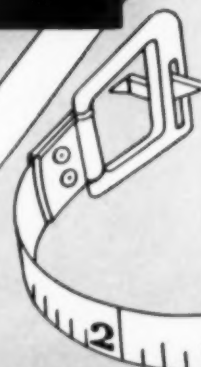


RETAIL \$2.89

STANDS UP STRAIGHT FOR EXTREMELY HIGH UPRIGHT MEASUREMENT



A tape with a 3/4" wide blade (instead of the usual 1/2 in.). EXCLUSIVE: Belt clip on back for handy carrying.



Evans & CO.

300 Franklin Street, Elizabeth, N.J.

CONVENIENCE COMES IN A CARTON

The J&L 100 lb. Nail Box



REMEMBER— J&L Nails
are packed for your convenience.
Fill your requirements NOW!

Jones & Laughlin
STEEL CORPORATION — Pittsburgh

Saves Space

50 J&L Boxes can be stacked on pallet that would hold only 32 wooden kegs. Shorter box saves 15" when stacked 6 high on 3 pallets.

Better Identification

Size and type plainly printed on top and two adjacent sides. Better inventory control reduces shipping errors.

Safer, Easier Handling

Rectangular shape, straight uniform sides permit safe, solid stacking to greater height. Strong, lightweight, weather resistant J&L Box has no projecting nails or splinters.

Easier Opening

No wire to cut. Simply break perforations and lift off top.

Attractive Appearance

A neat modern package that's ideal for sales-building floor displays.

**the ONE "SCENT" Seller...
that Means Big Dollar Profits!**

BIG STINKY
Outdoor FLY TRAPS



ORDER NOW:

Deluxe Big Stinky	\$4.95
Standard 1/2 Gal.	\$3.95
Little Stinky	\$2.95
Wee Stinky	\$1.69
Control Fluid	\$1.50
Control Powder	\$.89
Refills	
Refills	

NATIONALLY ADVERTISED ... this year, more people than ever will be reading about BIG STINKY in Post ... Better Homes and Gardens ... Parade ... Sunset Magazine ... Farm Journal ... Town Journal ... and trade publications ... over 100,000,000 prospects.

COMPLETE LINE ... There's a STINKY suited for every fly-killing need. The only complete line of outdoor fly traps ... easily displayed because Point of Sale and Merchandising aids are supplied with your order.

NEW LOW PRICE ... BIG STINKY's standard half-gallon fly trap is now priced at an amazingly low \$3.95 to bring more sales with high unit profit every time.

SPECIAL WEE STINKY PROMOTION ... will have major emphasis in our national advertising! Sell the only nationally advertised low-priced fly trap. See your jobber and stock up now!

DIOPTRON CO. Box 1313 (unlucky for flies) Milwaukee, Wisconsin

discount dealer and the hardware dealer both have to live so there are two to be supported by the community instead of one. If the hardware dealer folds up, the extra transportation cost in traveling for the staple merchandise offsets what is saved by a once-a-year purchase at a discount house.

Georgia—Department stores say they are fighting discount houses when they slash prices.

Texas—Cannot see the wisdom of fair trade when catalog houses are permitted to stock and sell fair trade merchandise. As a retailer, we would fare as well without fair trade.

**Sporting Goods—
Major Line or Side Line?**

(Continued from page 67)

do a good buying job on a line he knows nothing about. Select a salesman you can trust, one who is well-balanced and not too set in his opinions and convictions about fishing. All fishermen are not alike. They do not want the same types or brands of tackle.

A salesman, trained in outdoor sports, can be a valuable asset to the firm. His "trade" can mean added sales of hardware, paints, building materials, and all other items carried. The sporting goods department, in charge of the right man—or woman—can really pay off.

Those hardware dealers who are seriously considering a sporting goods department might wonder about some of the things they might do to assure the success of the department. Following are a number of ideas and recommendations advanced by successful dealers, factory representatives and sales promotion experts.

1. Keep your sporting goods department near the front of the store. In location and display give it first consideration over slower-moving and less profitable merchandise.

2. Fish yourself or have your salesmen fish. Get your picture and your fish in the local papers. Place pictures in your window. Get pictures of other fishermen with good catches—caught on your tackle—into the local papers.

3. If there are enough local waters, stage a local fishing contest, with prizes for men, women and children. Obtain the cooperation of the local paper.

4. Make your store headquarters

**NEW!
ATLAS
"WINDOW
BOX"**

... for all of our
consumer packaged items



- No Price Increase
- Same High Quality
- Same Full Count

Now your customers can see the Atlas products they want in new display boxes that almost ask to be bought. The new 1/8-lb. packages are designed to fit the famous Atlas Tack and Nail Bar display rack. Their clear, transparent plastic window is a definite plus, yet there's no increase in price, no stinting on quality, no decrease in quantity.

For steady profit, by all means stock Atlas products in the new "Window Box," designed to help you move merchandise in a hurry! Ask your wholesaler's salesman.



SINCE 1810

Atlas TACK CORP.

Fairhaven, Mass.

Henderson, Ky.

for all national fishing contests. Your time is the only cost. Get entry blanks from the outdoors magazines and advertise that you have the entry forms. Encourage sportsmen to form the habit of coming to your store for information, for weighing fish, registering for contests and, incidentally, buying his needs and telling his friends to visit also.

5. Keep a loaded camera handy. Take pictures—plenty of them—of your customers and their fish. Everyone likes it. It will pay off.

6. If possible and practical, keep a freezer handy. Keep it filled with fish with lures still in their mouths. This draws crowds and gives visitors "fishing fever."

7. Teach casting or spinning at the nearest water hole or even in the lot next door or back of your store.

8. Show movies occasionally. Films of all kinds can be obtained.

9. Keep on hand for reference a few good books on fishing. Encourage your customers to use them often.

10. Inventory should be determined by local needs, but it should be maintained at reasonable levels. It is important to have new items to show frequently. Products should be well displayed and in a manner that allows customers to closely inspect rods and reels. It goes without saying that displays should be kept clean and attractive at all times.

11. Don't overlook any bets on new goods—if they seem reasonable. Be a leader in your town in bringing out new products. Some of them may get "hot" and your reputation as a good "picker" will be further established.

12. Keep cheap tackle under the counter. Make your customers work to get it. Display and sell good tackle. Some dealers think they can sell only low-priced items and their customers have to go elsewhere for good items. Don't pass up the "Cadillac" tackle. You will be surprised how you can sell "up." Any one can sell down.

13. Work with one or two good wholesalers who carry wide lines and fill orders quickly and completely. The wholesaler can be of much help in many ways. Pass up direct buying from factories. Most of the time you will find that you have bought too much or have purchased some "stinkers."

14. Read the trade magazines and consumer publications. Stay abreast of new items and developments, and know what other deal-

fast, easy-boring electric-drill bits by Greenlee



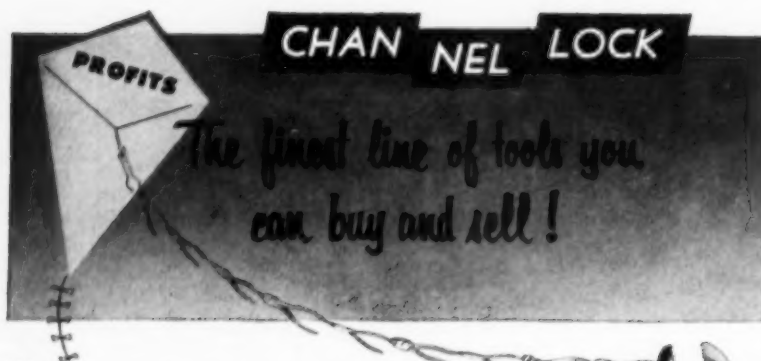
Specially designed for use in portable electric drills, these new GREENLEE tools meet the big need for bits that will bore accurately *and stand up* under today's faster building methods. All around you there's a mighty big market for GREENLEE Electric-Drill Bits — professional carpenters, construction workers, farmers, home craftsmen. And when you sell GREENLEE you *know* you're selling sure satisfaction. For these new bits are of highest quality . . . completely heat-treated for extra strength . . . shanks accurately machined for precise alignment of the tool . . . fine-quality steel. To get *your* share of the new electric-drill bit market, get GREENLEE. See your wholesaler or write us for complete facts.



GREENLEE TOOL CO.
1824 Herbert Ave., Rockford, Illinois



New GREENLEE line of electric-drill bits includes Nos. 56-PT and 53-PT Solid-Center Electric-Drill Bits, No. 64-PT Ship-Auger Electric-Drill Bit, and No. 28-PT Single-Twist Electric-Drill Bit . . . all in wide size ranges.



WATCH your profits soar when you stock and feature the complete Champion DeArment-Channellock line. Get your display boards out front where your customers can buy from the wide Channellock selection. Millions of readers every month are being told about the Channellock line! There are real profit possibilities for you in the complete Channellock line of highest quality tools. Check your stock today... be sure it's complete!



THE PLIER DESIGN THAT OBSOLETE ALL OTHERS

CHAMPION DEARMENT TOOL CO.
MEADVILLE, PENNSYLVANIA

Stock Faster Selling

Economical
Proven in
Use

High Flash
Point

Slow Drying—
Long Leveling

Pleasant
Odor



Gals., Qts., Pts., Hf-Pts.

ers are doing.

15. If possible, arrange for installment buying and lay-away plans for large items such as motors, boats, guns, tackle outfits, etc.

16. Let your prospective customers know that you want their sporting goods business, that you appreciate it and that you will do your best to deserve it.

Remember, the hardware dealer in the South has a wonderful opportunity to take the sporting goods ball and run away with it. In the relatively few large cities there probably are adequate and very active sporting goods stores, but in the many, many other towns—which are legion—the hardware store is the only logical outlet. Will the hardware industry rise to the opportunity? Will the hardware retailer make his bid for the business so rightfully his? It will not be easy to retain this business, but it can be done by aggressive promotion and selling.

No Substitute for Trained Salesmen

(Continued from page 68)

grow in knowledge and understanding that they may render the necessary service to their fellow man.

In the case of a lawyer, there are innumerable new laws and court rulings with which he must become familiar. As for a doctor, there are the continuing new developments in drugs, in therapy, in diagnosis, and in treatments with which he must be acquainted to properly perform his duties.

The salesman's lot, in many respects, is no different from other professions. In the hardware business, it takes years of persistent and constant effort and study. There is no end to the salesman's period of schooling. New products, new methods of manufacture, new techniques, new advertising programs, new packaging and new displays keep him continually on his toes, studying and applying these new approaches, and in turn passing them on to his potential customers for their individual application or use.

Just as a doctor is important to the health of the nation, and the lawyer is important to the handling of legal affairs, so the efficient hardware salesman is important to the business economy of

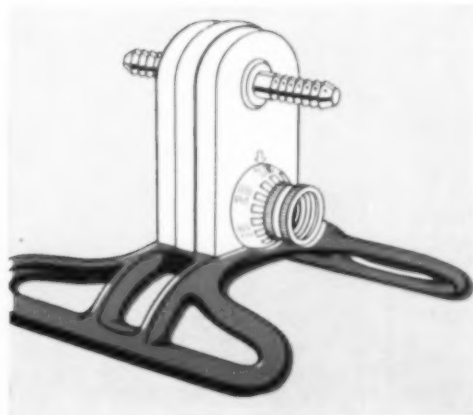


Fishin' Around?

No need to "fish around" when it comes to picking the right line of hose accessories. Not when GREEN SPOT's standing by with a complete, quality line of hose accessories that your customers know about and prefer.

The wide selection of sizes and variety in the GREEN SPOT line ends your ordering problems. Your customers know GREEN SPOT from its national advertising, and they're pre-sold on the line. For everybody—buying GREEN SPOT is one sure way of getting just what's wanted!

And to help *you sell*, GREEN SPOT offers point-of-sale material and merchandising aids that truly lead the whole field. Add this to outstanding consumer advertising, and you've got a start-to-finish coverage that means *profit*!

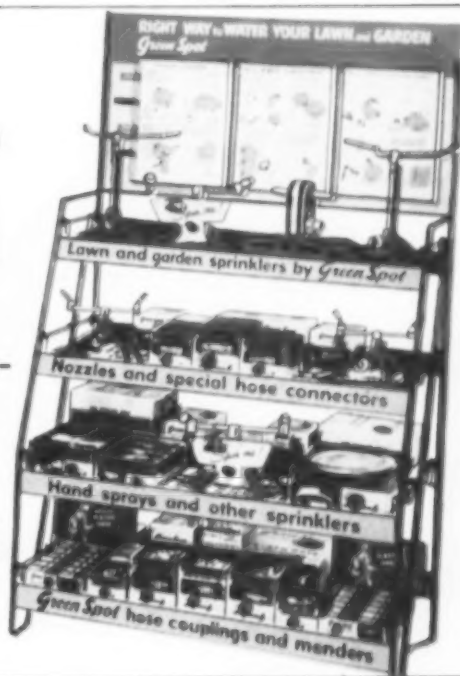


New Waterite Oscillating Sprinkler—for greater efficiency and more uniform coverage! Suggested retail price, \$14.95.



Weather-Matic—waters circles from 10 feet to 50 feet across with a simple twist of the dial nozzles. Suggested retail price, \$8.95.

You can
get a
**GREEN
SPOT**
merchan-
dising
rack—
FREE!



Ask your GREEN SPOT wholesaler about this great merchandiser, and how you can get it *free*! Offers 10½ feet of display space on less than 3½ feet of floor space and keeps turnover high.

Green Spot®
KEEPS THAT

SPOT GREEN

Sprinklers • Hand Sprays • Hose Nozzles • Quick
Connectors • Clamps • "Y" Connectors • Shut-Off Valves
Couplings • Hose Menders • Goose Necks

Scovill Manufacturing Company, 36 Mill Street, Waterbury, Connecticut

SOUTHERN HARDWARE for APRIL, 1955

IT'S BOUND TO SMASH...



TOOL SALES RECORDS!

THE big Mall

SPRING PROMOTION
featuring this
NATIONALLY-ADVERTISED
TRADE-IN SPECIAL



\$5.00 OFFERING
FOR ANY ELECTRIC
OR HAND DRILL

... when purchasing the new MALL Model 389 3/8" electric drill. They get a \$34.95 drill for only \$29.95 with trade-in. And you get increased store traffic... PLUS sales... bigger profits, and loads of dealer help, including...



GET ALL THE FACTS NOW

MALL TOOL CO. PORTABLE POWER TOOLS
GASOLINE • ELECTRIC • AIR
7714 South Chicago Ave., Chicago 19, Illinois
Send me the facts about this big MALL Spring Promotion. Hurry!

Name _____
Store _____
Address _____

117-187

the nation.

There are many basic principles of successful hardware selling, some of which are as follows:

1. **Product Knowledge.** The salesman must know the product, what it is made of, what function it will perform, why it is better than competitive makes, the reputation of the manufacturer behind it, the sales policy, the terms, and whether it is properly catalogued and priced.

Let's take an ordinary hardware item, a hammer, as an example. Is it cast steel or forged steel, and which is better and why is it better? What is meant by cast steel or what is meant by forged steel? Is it properly balanced? Are the claws properly grooved and curved for the pulling of nails? Is it a bell or octagon-faced hammer or some other type? Is it full or semi-polished? What type handle does it have and how is it inserted? Is there a guarantee of quality—and, if so, what does the guarantee cover? How is it packed? Is there a freight allowance? Do you have it in stock? What is the price? Is it fair traded or price controlled?

Now, who in the world would think it necessary for a hardware salesman to know all this about as staple an item as a hammer? Yet, I have not touched on many of the technicalities involved, such as the composition of the metals used in its manufacture. And in addition to this, think of the dozens of different types of hammers, each made for a specific purpose.

Then multiply that by the hundreds of other so-called mechanics' tools, plus farm and agricultural tools, plus general hardware items, fencing, nails, roofing, builders hardware, cabinet hardware, paints, housewares, sporting goods, and hundreds of miscellaneous items, each of which requires specific knowledge.

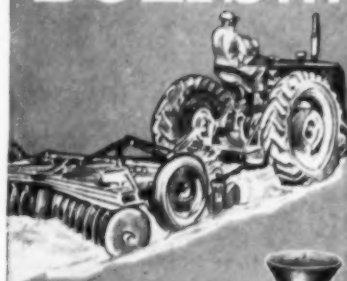
It must be obvious to anyone familiar with the business that product knowledge is very important to the hardware salesman—that, in fact, an efficient salesman has to be literally a "walking encyclopedia."

2. **Confidence** is high on the list of requirements for successful selling. The salesman must have confidence in himself, confidence in his firm, confidence in the product. And along with all this he must have the ability to instill this confidence in the minds of his customers.

3. **Integrity, honesty, and fair**



PLOW and TRACTOR DRAWN IMPLEMENT BOLTS...



Built stronger and tougher in order to help your equipment withstand abuse.



Specify **CLARK** For

BOLTS • NUTS
RIVETS
SCREWS

with over 100 years of Dependability, Quality and Leadership.

THEY FASTEN FAST AND LAST LONGER

FOR GREATER SECURITY
... FASTEN FAST WITH **CLARK FASTENERS.**



6-P-7

For further information, write 130 Canal Street

CLARK BROS BOLT CO.
MILDALE, CONN.

dealing are the basis on which a successful business must be built, and so it is with salesmen.

You can pad an order only once, you can exaggerate or misrepresent an item intentionally only once, you can fail to live up to your promises only once. Because from then on, you are more or less a "marked" man and your customers will question each of your transactions. The old saying, "Be sure your sins will find you out," is certainly as true in the selling of hardware as in any other business or profession.

4. *Patience and tolerance* both are important qualifications for successful hardware selling. One must have patience to wait when necessary, patience to instruct, patience to understand his customer's problems.

5. *An aggressive, energetic attitude* is necessary for the successful hardware salesman. He must certainly take care and not bypass his old customers; but at the same time, he must ever be alert for new prospects and new customers. Some of his old friends may pass on. The friendly buyer may be replaced, or he may move out of the area. So, aggressive selling calls for continually building good will, making new friends, and developing new accounts.

6. *Interest and enthusiasm* are important. Do you like to sell? Do you love your job? Do you respect your firm? If you don't, right now is the time for a change. No man can successfully sell with a grudge or with a chip on his shoulder, and the worst possible thing he can do is to belittle his firm or his associates to his customers. Important, also, is a salesman's attitude toward the shipping clerk, toward the girl at the desk. Better watch, they may be the bosses some day.

Adjustments

A salesman's life is one of continual adjustments. He has to overcome delays in and disruptions of his schedules in order to pacify or serve his customers at such time as is most convenient for them. As a result, many times his plans and the plans of his home life are in a state of confusion. He cannot enjoy many of the personal pleasures which some other lines of endeavor might afford; but to the earnest and sincere hardware salesman, all these things are accepted as a part of the job.

There have been some experi-



The right seine twine for your needs can be found in the complete line of twines made by The Linen Thread Co., Inc.

There's **GOLD MEDAL COTTON SEINE TWINE**, long a favorite, still the old reliable, bought by the majority of fishermen.

GOLD MEDAL NYLON FILAMENT SEINE TWINE, long-lasting and rot-resistant, is winning new friends every day.

NYAK SEINE TWINE, a blend of synthetic fibers, is a truly dependable twine for many purposes. It's economical too!

Take your pick. You can be sure you are getting the best.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St., New York 17, N. Y. • 140 Federal St., Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 4, Cal.

GIVE YOUR CUSTOMERS WHAT THEY ASK FOR - IT'S BAD BUSINESS TO SUBSTITUTE

Name-Brand Merchandise means satisfaction to your customers, and money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

The reputation of these brands assures quality—means fewer adjustments, markdowns, or complaints. And, of course, products so well known and trusted move faster, turn over and over to increase your profits.

That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content—or expect them to be content—with anything less?

*The prestige and reputation of these makers' brands
guarantee high standards of quality!*

Brand Names Foundation

INCORPORATED

A non-profit educational
foundation

37 WEST 57 STREET
NEW YORK 19, N. Y.

ments in the wholesale hardware field, I understand, in trying to do away with the salesmen. Such plans contemplate the solicitation of orders by mail, and the allowance of certain rebates or percentage discounts to customers on their volume purchases direct with the house. Since I have personally had no experience with this type of operation, I am not in a position to discuss it in detail. I do not, however, see how it can be successfully operated on a general basis to all of a firm's customers; and unless it can be offered on a general basis to all alike, it would seem to me that one customer might be favored over the other, or at the expense of the other; and this, to me, would certainly be contrary to all of the best business principles. I do not think water can be successfully carried on both shoulders; and I am wondering if this practice would not, in many respects, be similar to the so-called discount house practices about which we have heard so much.

The question has also been raised as to how far a retail store can go in eliminating the salesmen in the quick service or self-service type of operation.

Salesmen Needed

Regardless of the method of operation, I believe trained salesmen are needed to assist the customer in the purchase of the majority of the general hardware items. It is true that during peak or rush periods, a check-out counter can greatly assist the salesman, by handling the details of wrapping, making change, or making out charge tickets, thereby giving him more time to assist another customer who needs his help. While a check-out counter will not replace the salesman, it will relieve him of the small details, thus permitting him to serve more customers than would otherwise be possible.

To summarize this whole problem briefly, I would say that "selling" is the one most important phase of our national economy. Regardless of our trade, our avocation, or our position in life, we are all salesmen, either selling our merchandise, our services, our knowledge, or our belief. And in the hardware industry as a whole—manufacturing, wholesaling, or retailing—salesmanship is one of the most, if not the most, important factors making for business success.

SELL MYERS NEW 1/2-H.P. SUBMERSIBLE PUMP

only \$ **207** ²⁵ LIST
Including motor,
control box and
check valve

Now you can sell a nationally known, top-quality complete submersible pump package at a profitable, volume-building price. This newest addition to the Myers full line of pumps is completely engineered and built by Myers, leaders in the pump industry since 1870. Ready to install, the pump needs only those extras which are affected by customer choice or installation such as tank, cable and wiring.

Regardless of the pump line you now handle, get all the news about this great new Myers pump from your Myers distributor today. Here are a few of its terrific sales and profit advantages:

OUTSTANDING PERFORMANCE

Accurately rated, this 1/2-H.P. pump delivers up to 720 gallons per hour in wells up to 100 feet. Can be set for pressures from 20 to 60 pounds.

OIL LUBRICATION FOR LONG LIFE

Motor is filled with highly refined oil for positive lubrication of bearings and seal and for most efficient dissipation of heat. Provides extra motor protection against abnormal conditions such as low voltage or dirty water.

PRESSURE BALANCE SYSTEM

Assures reliable motor operation regardless of pump submergence depth. Seals never exposed to more than 2-pound pressure differential.

TERRIFIC MARKET POTENTIAL

It's the ideal pump for all farm or suburban home installations where plenty of pressure and capacity are desirable for operation of work-saving appliances. Offers absolutely

quiet operation and requires no attention. Install it . . . forget it.

MYERS EXCLUSIVE DOUBLE PROTECTION

Motor control box gives positive protection against burnouts for both starting and running windings.

MOST LIBERAL GUARANTEE AND EXCHANGE POLICY IN THE INDUSTRY

Both motor and pump are Myers-built from start to finish and are unconditionally guaranteed for one year if installed in sand-free well. Within 5 years of installation date, out-of-service pump will be replaced for flat repair charge.

NATIONAL ADVERTISING AND PROMOTION

Consistent advertising of the new Myers Submersible will make it easier to sell. Ads will appear in *Better Homes and Gardens*, *American Home*, *Household*, *Better Farming*, *Successful Farming*, *Copper's Farmer* and *Progressive Farmer*.

MAY IS NATIONAL WATER SYSTEMS MONTH

Myers

WATER SYSTEMS

POWER SPRAYERS AND WATER SOFTENERS

FREE!

Write today for a free catalog insert which describes performance of the new Myers Submersible in detail. Complete with prices. Send coupon to: The F. E. Myers & Bro. Co., Dept. SH-4, Ashland, Ohio.



The F. E. Myers & Bro. Co.,
Department SH-4
Ashland, Ohio



Name _____

Street _____

City _____ State _____



**new
display
making
sales
history!**

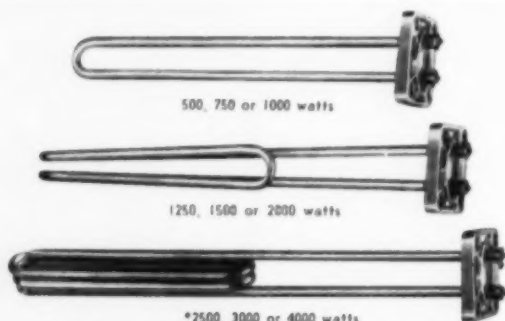
**A HUGE SUCCESS
EVERYWHERE!**

FREE crystal-clear permanent plastic display holds 48 fast-moving numbers... arranged for lively and complete sales... takes only 5"x14"

counter space. No fuss... packed filled as shown... goes right to work! Order today from your jobber. Ask for Sel-Fast Display TD-48.

HOLD-E-ZEE® SCREWDRIVERS

UPSON BROS., Inc., Rochester 14, N. Y.



For Efficient, Reliable Water Heating

VULCAN REPLACEMENT

**ELECTRIC IMMERSION ELEMENTS for
DOMESTIC HOT WATER HEATERS Type DSF**

MEET ALL REQUIREMENTS of Underwriters' Laboratories. Each unit complete with one composition gasket and individually boxed for shelf stock. CONSERVATIVE watt density ratings for longer life.

EXTRA HEAVY FORGED BRASS FLANGE eliminates possibility of distortion and re-soldering leakage.

"POWER BOND" attachment of heater tubes to flange for leakage elimination.

"DIE STRUCK" bends in tubular heater added protection against grounds and shorts.

MOISTURE PROOF PROTECTION at terminal ends by high-heat resistant thermoplastic insulators.

118 OR 236 VOLTS

*236 VOLTS ONLY

ORDER THROUGH YOUR LOCAL JOBBER

VULCAN ELECTRIC CO., DANVERS 17, MASS.

Makers of Vulcan Electric Soldering Tools, Solder Pots, Glue Pots, Branding Irons, Heating Units and Heating Devices.

We Used to Call It... Gin-Whistle Terms

(Continued from page 69)

tomers had sold power lawn mowers on the lay-away plan, simply because they had the power mowers in stock.

Regardless of these advantages, it has been our observation that dealer resistance to advance booking has increased greatly during the past two years. Their reasons have been the condition of inventory and that they do not want to obligate themselves. In our region it is perhaps because of the four-year drouth, and its consequent effect on morale, that this resistance has increased. However, the established hardware dealer recognizes the good in advance booking and is accustomed to doing business that way. So this business can be had, with work.

Our advance booking is done in a number of categories which may be listed in this manner: Garden hose, sprinklers, fittings and related items; mowers, both hand and power; garden tools, such as rakes, forks and hoes and grass and pruning shears; heaters; electric fans; fishing tackle and guns and ammunition; outdoor barbecue grills and cookers and picnic and related supplies, a category that has become big business; water kegs, water bags and water cans; implements, including garden tractors, sweeps and plow points; and anti-freeze.

We start our booking campaign almost immediately after the close of a selling season. In late January we start booking heaters for the next season. In the same month we begin booking anti-freeze, and ammunition and guns, the latter for summer delivery with fall dating.

If the manufacturer has what can be called a program announcement, we usually wait for that announcement, which closely follows the selling season. For illustration, the garden tool manufacturers announce their programs in August and we begin booking immediately thereafter. Such announcements always tell what the line will consist of, give prices and delivery and dating programs.

In general, spring and summer merchandise is booked in advance for delivery in January and February with spring dating terms. Fall merchandise is sold for summer delivery with fall dating terms and Christmas goods are sold for

early fall delivery with December dating.

This procedure conforms to a pattern with which everyone in the industry is familiar. And at this point it might be emphasized that we extend dating terms only on seasonal merchandise and only when extended to us by manufacturers. We merely pass on to retailers, dating terms on the same basis as made available to us by manufacturers.

One advantage to dealers is inclusion of the 2 percent cash discount in the dating terms. If power mowers, for example, are shipped in January, the dealer is supposed to pay the invoice, less 2 percent, on April 10. Normal terms are 2 percent, 10 days, net 30 or 60.

Quite often a manufacturer will offer a special and additional discount of from 2 to 5 percent. It is an incentive discount to stimulate advance bookings and we always pass this extra discount along to the dealer.

It may be that we are more advance-booking-conscious than some wholesalers, and perhaps there is a good reason in the earlier experience of our company. However, we find it necessary to continually hammer away at our program of advance booking to get this business.

We just keep hammering away at our sales organization, week in and week out. We issue them a weekly bulletin on advance bookings. We also produce for them, regular lists of their standings on advance bookings. Power mowers can serve as an illustration. Late in September we release a list showing the relative standings of salesmen in dollar and cents bookings on power mowers.

Some salesmen have developed the technique of advance booking to a fine science, carrying their own records on each retail dealer. Such records show previous bookings, shipping and fill-in orders, on heaters, let us say. So the salesman can show the dealer what heaters were booked and shipped and what his fill-in orders were for the grand total.

Not many salesmen take the trouble to develop their own filing system for this purpose, but when they do, they find the records very helpful. And although one salesman will be very good on advance booking in one line, the same salesman may be a complete failure in another line.

The best way to get this business on the book is to have samples, ac-

CAN YOU MEASURE CHAINS...

with a name?

As a buyer of chains, you want *full measure* not only in feet and inches but in quality.

Let the name Nixdorff-Krein and Elephant Brand Products be your yardsticks for pre-tested uniformity of manufacture, complete stocks and fast service.

You will sell more chains with less trouble by handling our complete line of welded chains, tire and tractor chains, chain accessories and wagon hardware.

Find out about our overnight shipments from St. Louis and other strategic locations. Write for catalog and prices.

EST. 1854



NIXDORFF-KREIN MFG. CO.

916 HOWARD ST.

ST. LOUIS 6, MO.

For Hurry-Up Shipments Teletype SL 892

cording to our experience.

Of course, it is not always possible to carry samples. At one time we used a trailer or a bus for circulating and displaying samples but, for us, this proved to be too expensive.

There are many opportunities, too, to make use of factory helps, including factory representatives who do carry samples. A factory will often send what we all call a missionary man to give assistance in advance booking on major lines. We always take advantage of such factory help—all of it we can get. Just last fall a factory man spent six weeks in our territory and he was a real help.

Regardless of such helps, however, we find it necessary to maintain a directing control at all times when advance booking is being done. We find we must keep hammering away at the idea to make it work.

As has been pointed out, there may or may not be, a direct relationship between the "gin-whistle terms" of yesteryear and the advance booking procedure of today.

"Gin-whistle terms" were a necessity of the times, when cotton was the money crop, before our area was rich through the discovery and development of natural resources.

Now with our mass population centers, our great markets and the competition that prevails, it does seem to me that advance booking of seasonal goods is just as much a necessity. I am sure our manufacturers would be happier if more people in our industry would recognize the necessity.

The manufacturer would know what and how much to make, the wholesaler would know how much to buy and the retailer—I am sure it has been thoroughly demonstrated—would make more sales in advance of season by having the merchandise at his disposal.

Current Report on Discount House Operations

(Continued from page 71)

ana have not experienced this problem to any degree, though one such business is reported in Shreveport.

Tennessee and Kentucky have discount houses active in Knoxville and Lexington respectively with possibly three to five additional outlets operating in other

sections of each state.

While the reports from wholesalers indicate that the so-called discount houses are varied in form, still a majority are uniform in nature and tend to follow a similar pattern of operation. In a majority of instances appliances, housewares, and furniture are the lines usually being offered at heavy discounts. Frequently these lines are supplemented in certain areas by sporting goods, plumbing fixtures, luggage, silverware, guns and ammunition, power mowers and paint.

The description one wholesaler gave of discount house operating methods in his territory would be fairly typical of many other such outlets operating throughout the South:

"... furniture may be bought as well as major appliances on varying discounts, generally around 10 percent above dealer's cost. This same pricing schedule prevails in traffic appliances and housewares. At present, we know of four operations that are largely devoted to television and air conditioning. In most cases the operators do not have ample floor stocks, but pick up the merchandise as sold. This is true particularly on major appliances. Some operations handling small traffic items do have ample display and seem to be operating on a hand-to-mouth basis. Only in the case of major appliances, furniture and merchandise in those categories do such outlets maintain qualified sales people."

While this is the usual manner of operation, there are other types as well. One wholesaler, describing a somewhat different type of discount house operating in his territory, said in part:

"... they advertise themselves as being a hardware and supply company, and they deal principally in building materials, plumbing fixtures, pumps, water heaters, refrigerators, ranges, and also a complete line of so-called general or shelf hardware. They are creating quite a disturbance with the prices they are offering to the consumer. Anybody with a pick-up truck can go there and buy anything they have. It is strictly a cash on delivery deal. You buy it in the crate, and if it is good, ok. If it is bad it is up to you to get an adjustment from the manufacturer. These outlets do a tremendous job. They advertise roofing and nails at prices which are lower than the dealer's cost. The nails at present



Lazy Boy

**MOWERS ARE
DISTRIBUTED BY:**

- ALABAMA**
Birmingham—WIMBERLY THOMAS HOWE CO.
ARKANSAS
Hot Springs—F. C. STEARNS HARDWARE CO.
Little Rock—FONES BROS. HARDWARE
Texarkana—BUHRMAN PHARR HARDWARE CO.
FLORIDA
Jacksonville—FLORIDA HARDWARE CO.
Tampa—BOOKER & COMPANY
West Palm Beach—HAROLD HALL HARDWARE CO.
GEORGIA
Albany—ALBANY HARDWARE COMPANY
Atlanta—SHARP-HORSEY HARDWARE CO.
Augusta—JERNIGAN HARDWARE CO.
Gainesville—PALMOURS HARDWARE
KENTUCKY
Marion—SOUTHEASTERN SALES
Louisville—BELKNAP HDWE. & MFG. CO.
LOUISIANA
Alexandria—BROWN-ROBERTS HARDWARE CO.
Monroe—MONROE HARDWARE CO., INC.
New Orleans—WOODWARD, WIGHT & CO., LTD.
MARYLAND
Baltimore—THE GALLOWAY-JAMES CO.
Hagerstown—SCHINDEL & ROHRER CO.
Salisbury—DEL-MAR-VA HARDWARE CORP.
MISSISSIPPI
Jackson—ORGILL BROS. HARDWARE CO.
NORTH CAROLINA
Charlotte—AMERICAN HARDWARE & EQUIP. CO.
Greensboro—ODELL HARDWARE CO., INC.
OKLAHOMA
Oklahoma City—RICHARDS & CONOVER HDWE. CO.
TENNESSEE
Knoxville—C. M. McCLUNG & CO., INC.
Memphis—ORGILL BROTHERS & CO.
Nashville—KEITH-SIMMONS CO., INC.
PHILLIPS & BUTTORF MFG. CO.
TEXAS
Dallas—SCHOEELKOPF CO., INC.
Houston—STRAUS-FRANK CO.
Lubbock—WEST TEXAS WHOLESALE SUPPLY
San Antonio—STRAUS-FRANK CO.
Sulphur Springs—BONNER WHOLESALE HDWE. CO.
VIRGINIA
Richmond—WATKINS-COTTRELL CO.



Lazy Boy

Here's why it pays to

BUY BELT DRIVE:

- ▶ **BELT DRIVE** as well as direct drive models.
- ▶ **BOTH ALUMINUM AND STEEL** safety-built trimmer type bases.
- ▶ **LEAF PULVERIZERS** at no extra cost, with all aluminum-base models.
- ▶ **SIDE EJECTORS** as well as standard types.
- ▶ **FAMOUS-MAKE ENGINES:** high-powered Briggs & Stratton or Clinton engines, Delco electric motors.
- ▶ **SIZE RANGE** FROM 21" to 16" to suit every need, all with adjustable cutting height.
- ▶ **HANDSOMELY FINISHED:** built for **LONG SERVICE** with less worry over replacement or repairs.

- 1-NO BENT CRANKSHAFTS.**
- 2-BETTER PROTECTION CUTS COSTLY ENGINE REPAIRS.**
- 3-BETTER CONTROL, BETTER BALANCE.**



MODEL
SP501-5
Self-

Propelled

21" SIDE-EJECTOR
WITH TROUBLE-FREE
PATENTED TRANSMISSION

*Ask your distributor, or write
for his name:*

LAZY BOY LAWN MOWER CO., INC.

Dept. SH, 301 W. 73rd St., Kansas City, Mo.

OTHER
MODELS
IN THE
COMPLETE
Lazy Boy
LINE



9400-5 21" belt drive side-ejector, aluminum body, leaf pulverizer.



VS701-5 21" direct drive side-ejector, aluminum, with leaf pulverizer.



ELECTRIC MODELS

E800-5 Direct drive, 18" electric, 1750 RPM Delco motor.



8200-5 18" belt drive side-ejector, aluminum body, leaf pulverizer.



VS301-5 18" direct drive steel base trimmer motor.



E1033-5 Trimmer motor with 3400 RPM Delco electric motor.

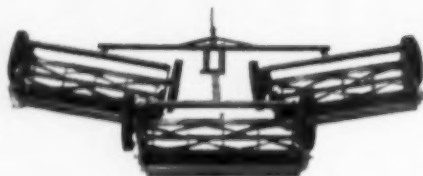


Lazy Boy

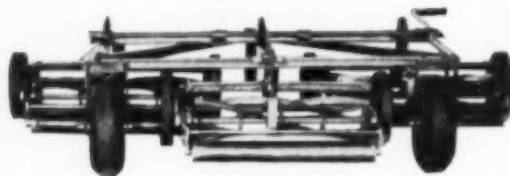
ROTARY POWER MOWERS

**SOLD ONLY THROUGH
HARDWARE
WHOLESALEERS**

Designed by **LAWNSHEAR** for **SHEER** Lawn Beauty



LAWNSHEAR GANG MOWER—Designed for long service at low price, this gang of 3 drag mowers cuts larger lawns quickly and easily, saving time and expense. Any tractor, jeep, truck or pulling agent designed to travel from 3 to 7 m.p.h. will power this gang. Set of 3 cuts a swath of grass 72" wide. Pulled at speed of 7 m.p.h. will cut an acre in 25 minutes. Sold also in single 25" width units.



3 GANG TRAILER—especially developed to meet the demand for transporting our 3 gang mowers during normal cutting operation, with simple arrangement for lifting cutters when crossing roadways and obstructions, or for transporting of mowers without detaching. Provides maximum cutting width of 72".

Can be Used on Most Makes of Tractors.
Inquiries from Dealers Invited.

ROXY LAWSHEAR CORPORATION

8115 FORREST AVENUE

ELKINS PARK, PENNSYLVANIA



Refrigerator Type

ELECTRIC ICE CREAM FREEZER

A new and sensational electric freezer. No ice ... no salt ... Works in freezing compartment of almost any electric refrigerator. Makes 2½ quarts of good old fashioned ice cream.

THE WORLD'S LARGEST MANUFACTURERS
OF HOME ICE CREAM FREEZERS

P

3 BEST SELLERS IN HOME ICE CREAM FREEZERS

★ Get your share of the profitable home ice cream freezer market! Quick turnover products with proven sales appeal and backed by nearly a century of manufacturing "know how". Not just a seasonal item. Porter home freezers will move off your shelves the year around.

HUSKY®

A guaranteed, hand operated freezer. Finish in blue enamel, solidly constructed, the Husky is made in 2, 4 and 6 quart capacities.



DOLLY MADISON

Electric freezer with exclusive "Twist Lok" feature. Simple, efficient operation. 2, 4 and 6 quart capacities.

MANUFACTURED BY

The J.E. Porter Corporation
OTTAWA • ILLINOIS

are foreign. The roofing, however, is domestic. They completely demoralize the market on the type of merchandise which they handle in this area."

While the offered discounts vary from area to area, most of the merchandise is being sold at about 10 percent above wholesale cost. Most discount houses make some gesture towards displaying the lines offered, though such displays usually run from very poor to no more than adequate.

A majority of these operations use regular sales people. Few, however, do any advertising, and only a negligible number offer credit or provide service for the merchandise they sell. There are scattered exceptions, but for the most part discount houses seem to operate without any of the extras customers usually demand from established retail dealers.

With an ever-increasing number of discount houses to contend with many wholesalers are gravely concerned over the effects of discount house operation on the business of established dealers.

One had this to say: "... they have certainly demoralized and prostituted the distribution and sale of merchandise, in some instances merchandise well known."

Another replied: "Locally their effect on established dealers has not been too bad. But we have one discount house (in the territory) whose prices are low. They do a large business in our territory, this business being estimated at \$1,000,000 annually."

A third wholesaler answered: "Small dealers are dropping or reducing stocks on lines where those lines are being offered at cut prices."

Alarmed by this serious threat to the business of long-established independent dealers, wholesalers feel that manufacturers should support traditional patterns of distribution, bearing in mind the long-time importance of independent dealers in distributing merchandise efficiently to consumers.

Sizing up the probable effect of discount houses from the long-range viewpoint one wholesaler said: "It is our thought that the best remedy for this type of competition is for the dealer to have more aggressive sales personnel, to render service, and to extend credit terms. In most cases these will offset the price advantage offered by discount houses."













13 MODELS OF SOUTH BEND CROQUET



A Price For Every Family!

Every family is a customer for croquet! That's why it's important to stock the variety of models offered by South Bend. Easier to sell, too, because of these special features—Automatic Arch; "Bow Tie" design mallets; "Wheel 'N Play" racks; Triple Grip handles; Grooved and Knurled balls!



 <p>No. 614/55 FOUR PLAYER SET</p>	 <p>No. 624/55 FOUR PLAYER SET</p>	 <p>No. 636/55 SIX PLAYER SET</p>
 <p>No. 7636 SIX PLAYER "WHEEL 'N PLAY" SET</p>	 <p>No. 734/55 FOUR PLAYER SET</p>	 <p>No. 736/55 SIX PLAYER SET</p>
 <p>No. 7766 SIX PLAYER "WHEEL 'N PLAY" SET</p>	 <p>No. 738/55 EIGHT PLAYER SET</p>	 <p>No. 836 SIX PLAYER SET</p>
 <p>No. 7856 SIX PLAYER "WHEEL 'N PLAY" SET</p>	 <p>No. 946/55 DELUXE SIX PLAYER SET</p>	 <p>No. 976PA SUPER DELUXE SET</p>

Write for 1955 catalog and name of nearest jobber!

SOUTH BEND TOY MFG. CO., Dept. SH-4, South Bend 23, Ind.



again...it's
Cream City
 for today's hottest items

LAUNDRY MAIDS DRAIN TUB SETS

Packed with eye-appeal and sales-appeal, these new Cream City drain tub sets are just as modern as they are useful. Though light and streamlined, they are extremely strong...built to give years and years of service!

Modern Tubular Steel Stand...lighter than old stamped type frame, yet so strong they will never wiggle or wobble. Completely free of sharp edges and burrs!

Smartly Styled...stand finished in beautiful spruce green baked enamel. Women love 'em, because they go with all modern laundry appliances.

Famous Cream City Quality...hot dipped galvanized square tubs (15-gallon capacity) have double-seamed, leak-proof bottoms...free-rolling plastic wheels with plated, rust-resistant casters...heavy rubber drain hoses with handy hook-on clips.

Easy to Assemble...takes just a few minutes. Step-by-step instruction sheet included with each unit.

Complete Set Packed in One Carton...

Tubs and stand come in a single carton. Cuts handling work in half...easier to store...easier to deliver to customers!



Also available in single tub set

Scores of uses for our GRADUATED PAILS

Wet and Dry Measurements

Both quart and peck measurements are embossed on inside for easy, accurate readings. Perfect for mixing and measuring weed killers, paints, insecticides, etc. In 8, 10, 12 and 14-qt. sizes.



GEUDER, PAESCHKE & FREY CO.

1325 W. ST. PAUL AVE. • MILWAUKEE 1, WISCONSIN

EXPORT AGENT: 23 Beaver St., New York 4, N. Y.



Red Devil Tools.

The Red Devil Trademark on a tool or machine guarantees faster turnover than any other brand name provides. This is because Red Devil Tools and Machines are better designed, better made, better packaged, better advertised, and priced right to begin with. Full mark-up, multiplied by this higher turnover, spells higher profit. This is the reason more successful retailers prefer to sell Red Devil Tools than any other brand.

Red Devil Tools. IRVINGTON 11, N. J., U.S.A.

manufacturers of Glaziers' Tools, Putty Knives, Wall, Wood and Paint Scrapers,
Paint Conditioning Machines, Floor Conditioning Machines and Hardware Specialties.

GLASS CUTTERS



PUTTY KNIVES & WALL SCRAPERS



WOOD SCRAPERS



GLAZIERS' TOOLS



PAINT MACHINES



FLOOR SANDERS



FLOOR POLISHERS



OTHER PRODUCTS



OTHER PRODUCTS



Red Devil Tools.

IRVINGTON, N. J., U. S. A.



Red Devil Tools and Machines are made right, packaged right, priced right, and backed by consistent national advertising. *You're* right when you stock and display Red Devil.

HARDWARE

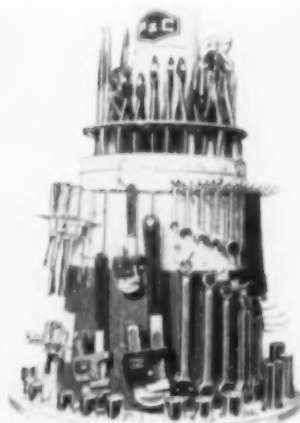
DEALER SALES AIDS

For more information on these sales aids
use the return post card at bottom of page

New Tool Merchandiser

A new tool merchandiser, the Hornet 100, is a colorful tool unit which displays one or two each of 100 different hand tools and is made available by P & C Hand Forged Tool Co., Milwaukie P. O., Portland 22, Ore.

The Hornet 100 is described as being lightweight, easily portable, 30 3/4" high and 20 1/2" in diameter. It has a



9" flashing beacon on the top designed to attract more customers. Every tool is clearly priced, shadow marked and numbered for quick, easy shopping and fast inventory control, state the manufacturers. The unit revolves at fingertouch and comes in blue, yellow and white colors.

Tools on the P & C Hornet 100 include: chisels, pliers, punches, screwdrivers, snips, adjustable wrenches, pipe wrenches, box wrenches, open end wrenches, screw extractors, and 1/2" drive sockets and attachments.

For more information—

Circle No. 173 on coupon, pg. 122

Sprayer & Duster Display

A new sales-maker display, described as "a complete sprayer and duster department in only three feet diameter space," is announced by the



H. D. Hudson Manufacturing Co., Chicago, Ill. The stand shows one each of the sprayers and dusters most in demand. It is offered at no extra cost with a selection of one standard carton of the patterns of sprayers and dusters for which it is intended to provide display space.

The sales-maker is designed to fit most anywhere in the store. It is mounted on casters for easy moving in the store or out onto the sidewalk. The stand, made entirely of metal, is described as handsome and rugged and easy to keep organized and neat.

With the purchase of the Hudson sales-maker, other merchandising materials such as window banners, a merchandising suggestion sheet, and window decals are offered at no extra cost. For more information—

Circle No. 174 on coupon, pg. 122

Hacksaw Blade Units

Three hacksaw blade merchandisers are available to all retailers from Clemson Bros., Inc., Middletown, N. Y. Each display unit is designed to sell and display the blades effectively using a small amount of counter, window or wall space.



The Star Flex-Pak, shown, contains and displays a balanced inventory of 80 Unbreakable Special Flexible and 20 Molyflex blades. Each Flex-Pak consists of a three color, partitioned, metal-edge box with an

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 982, SEC. 349, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 5, GA.

GLASS CUTTERS



PUTTY KNIVES & WALL SCRAPERS



WOOD SCRAPERS



GLAZIERS' TOOLS



PAINT MACHINES



FLOOR SANDERS



FLOOR POLISHERS



OTHER PRODUCTS



OTHER PRODUCTS



Red Devil Tools.

IRVINGTON, N. J., U. S. A.

Red Devil Tools and Machines are made right, packaged right, priced right, and backed by consistent national advertising. *You're* right when you stock and display Red Devil.



HARDWARE

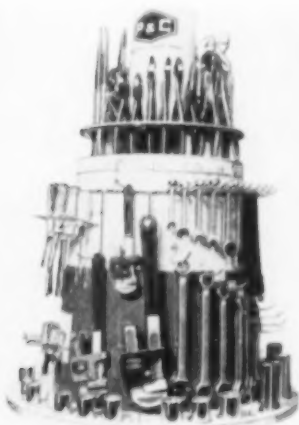
DEALER SALES AIDS

For more information on these sales aids
use the return post card at bottom of page

New Tool Merchandiser

A new tool merchandiser, the Hornet 100, is a colorful tool unit which displays one or two each of 100 different hand tools and is made available by P & C Hand Forged Tool Co., Milwaukee P. O., Portland 22, Ore.

The Hornet 100 is described as being lightweight, easily portable, 30 3/4" high and 20 1/2" in diameter. It has a



9" flashing beacon on the top designed to attract more customers. Every tool is clearly priced, shadow marked and numbered for quick, easy shopping and fast inventory control, state the manufacturers. The unit revolves at fingertouch and comes in blue, yellow and white colors.

Tools on the P & C Hornet 100 include: chisels, pliers, punches, screwdrivers, snips, adjustable wrenches, pipe wrenches, box wrenches, open end wrenches, screw extractors, and 1/2" drive sockets and attachments.

For more information—

Circle No. 173 on coupon, pg. 122

Sprayer & Duster Display

A new sales-maker display, described as "a complete sprayer and duster department in only three feet diameter space," is announced by the



H. D. Hudson Manufacturing Co., Chicago, Ill. The stand shows one each of the sprayers and dusters most in demand. It is offered at no extra cost with a selection of one standard carton of the patterns of sprayers and dusters for which it is intended to provide display space.

The sales-maker is designed to fit most anywhere in the store. It is mounted on casters for easy moving in the store or out onto the sidewalk. The stand, made entirely of metal, is described as handsome and rugged and easy to keep organized and neat.

With the purchase of the Hudson sales-maker, other merchandising materials such as window banners, a merchandising suggestion sheet, and window decals are offered at no extra cost. For more information—

Circle No. 174 on coupon, pg. 122

Hacksaw Blade Units

Three hacksaw blade merchandisers are available to all retailers from Clemson Bros., Inc., Middletown, N. Y. Each display unit is designed to sell and display the blades effectively using a small amount of counter, window or wall space.



The Star Flex-Pak, shown, contains and displays a balanced inventory of 80 Unbreakable Special Flexible and 20 Molyflex blades. Each Flex-Pak consists of a three color, partitioned, metal-edge box with an

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 962, SEC. 349, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 5, GA.

attention-getting display card.

The Star Molyflex Display is a heavy cardboard, easel-backed, gold and black display which holds 10 Molyflex blades. The display can stand on counter or in window or be hung on the wall.

The Star Special Flexible Display is called the "All Purposes Assortment." It contains three general duty Unbreakable Special Flexible blades on a folding display card which can either stand on counter, hang on the wall or lie in open bin. For more information—

Circle No. 175 on coupon below

Door Knocker Display

A newly designed display box of solid cast brass door knockers to build year-round over-the-counter sales is offered by the Safe Padlock and Hardware Co., Lancaster, Pa. Designed to catch the eye of even the most casual shopper, it features a



"Give a gift to your house" motif with four brass door knockers displayed on its blue cover.

The board is self-perpetuating with eight more brass door knockers indi-

vidually boxed and wrapped inside the display to total one dozen. Display stands on its own easel and cover is hinged at the bottom for easy access to the knockers inside. The display is free. For more information—

Circle No. 176 on coupon below

Padlock Merchandiser

To help introduce two new small padlocks, the No. 9 Cub and the No. 10 Cub, Master Lock Co., 2600 N. 32nd St., Milwaukee 45, Wis., is offering a display board and two free padlock samples to every dealer who buys 12 of each of the new models. The No. 9 Cub has a ¾" case of



laminated steel construction and weighs ¾ of an ounce; the No. 10 Cub is a 1" model weighing 1¾ ounces.

The display is 8" wide and 10½" high and features a lion cub peering over a fence on which actual models of the padlocks are displayed. Keys to the locks are hung in a prominent position, permitting customers to lock and unlock the adjoining padlocks.

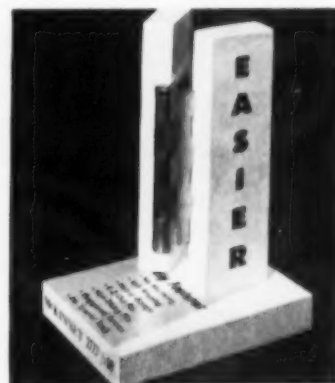
The padlocks are individually packaged in two-color cartons and boxed 12 to a container. Each of these 12-lock containers can be converted into

a counter display. The container's cover is scored so that it can be folded back behind the top row of individually-boxed locks, to give the impression of a lion cub guarding its brood of cub padlocks. For more information—

Circle No. 177 on coupon below

Hinge Display

A counter display model of its new non-mortise hinge is offered free by McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa., for each dealer purchase of a display carton containing 25 pairs of hinges.



The 7"-high working model has the heavy gauge wrought steel hinge mounted on two white wooden blocks simulating door and jamb, which can be opened and closed with a flick of the fingers. The display is designed to show graphically the hinge's non-mortise feature, its self alignment, E-Z Out and non-rising pin, and staggered screw holes. White wooden block base is 5" x 3½". For more information—

Circle No. 178 on coupon below

4/55

Please send me more information on the sales aids circled below:

173	179	185	191	197	203	209	215
174	180	186	192	198	204	210	216
175	181	187	193	199	205	211	217
176	182	188	194	200	206	212	218
177	183	189	195	201	207	213	219
178	184	190	196	202	208	214	

My Name Position

Company Name

Street

City Zone State

PRINTED HELPS and other sales aids

The Henry L. Hanson Co., Worcester, Mass., has introduced a new Self-Seller Drill Display. This display requires 14 inches of counter space. It has a clear cover that highlights the High Speed Steel Jobbers Length Drills which are held in supporting holes that serve as a drill gauge, with the size and price legibly marked for every size. The quantities are varied according to demand.

A unique feature of the cabinet, according to the company, is the storage rack for extra stocks which has 29 compartments to hold a standard package of each size drill displayed.

The hinged cover on the display opens from the front, making the storage rack easily accessible and removable.

The company has compiled an information chart which is available. This complete information is included in one chart—drill size, decimal equivalent, tap drill for 75% thread, clearance drill for tap, wood screen pilot for both soft and hard wood, and wood screw body. For more information—

Circle No. 179 on coupon, pg. 122

Camillus Cutlery Co., Camillus, N. Y., is offering two new sales aids to dealers free of charge.

A die-cut pennant, 11" wide x 21" deep in red and black printed both sides, is now available for in-store display or use in windows. Pennant shows a cartoon illustration of the Camillus Indian holding up a giant number 21 pocket knife. Copy reads: "Camillus . . . him heap good knife."

A 16-page informative folder entitled "Know the PRODUCT . . . better the PROFIT!" is now available giving a complete story on pocket knives in general and Camillus knives specifically. This folder contains details on the edge, the construction, the finish and the durability of Camillus knives. In addition to this specific information many suggestions for increasing cutlery sales are included. Folders and pennants may be obtained through Camillus distributors. For more information—

Circle No. 180 on coupon, pg. 122

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up Time" program kits to aid dealers in their garden tool promotion. Various four-color store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

Circle No. 181 on coupon, pg. 122

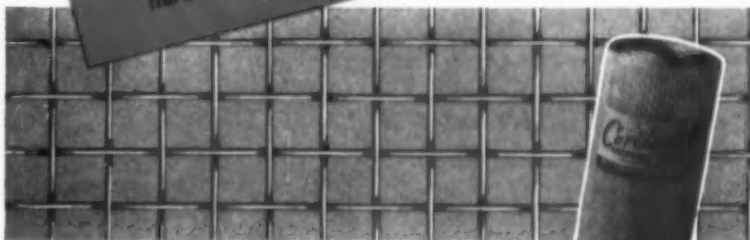
Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. 182 on coupon, pg. 122

SELL THESE SALES LEADERS!

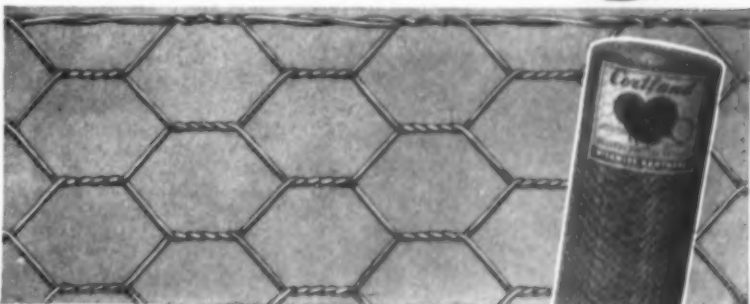


CORTLAND BRAND Wire Nettings and Hardware Cloth are in demand year 'round. And for very good reasons! Because these popular products are easy to handle . . . extra strong and durable. They're uniformly woven, heavily galvanized, made from finest-quality corrosion-resisting steel to U.S. Department of Commerce National Bureau of Standards' Specifications.



● HARDWARE CLOTH

Standard and heavy grades, square mesh. Mesh: 2, 3, 4 and 8. All-welded Wire Cloths also available in 1/2", 3/8", 3/4" and 1" mesh. 100 linear ft. rolls, standard widths.



● HEXAGON POULTRY NETTING

Mesh: 3/4", 1", 2" standard 20 gauge; also 18, 16 and 14 gauges. Standard widths. 150 linear ft. rolls. Continuous or lock-twist types. Galvanized before or after weaving.

● ANIMAL PEN NETTING

Heavy grade hexagon netting, galvanized after weaving. Includes Mink, Fox, Crab Trap Netting. Mesh: 3/4", 1", 1 1/2", 2". Wire gauges: 14 to 18. Standard widths. 150 linear ft. rolls. Continuous-twist type.

FREE MERCHANDISING KIT
Contains streamers, folders, newspaper mats . . . everything you need to become headquarters for Cortland Brand products. Write for it now!

Cortland
BRAND

Wire Screening • Nails & Brads • Hardware Cloth

WICKWIRE BROTHERS, INC., Cortland, N. Y.

CAVERT & LIPSCOMB, NASHVILLE, TENNESSEE, DALLAS, TEXAS

The Wood Shovel and Tool Co. of Piqua, Ohio, makers of shovels, spades, scoops, wheelbarrows, post hole diggers and augers, offers to dealers a complete Tru Blu ad mat service. No charge is made for the mats when inquiries are on the dealer's or wholesaler's letterhead. For more information—

Circle No. 183 on coupon, pg. 122

Chattanooga Royal Co., Chattanooga, Tenn., announces that it is backing its 1955 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A new, larger outdoor cook book, which is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder, newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of charge or at cost. For more information—

Circle No. 184 on coupon, pg. 122

John Sunshine Chemical Co., Inc., 600-602-604 W. Lake St., Chicago 6, Ill., includes a large, two-color window streamer in every carton of one dozen cans of Cannibal Drain Pipe Cleaner. Newspaper mats on all products are available. For more information—

Circle No. 185 on coupon, pg. 122

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. 186 on coupon, pg. 122

The Irwin Auger Bit Co. of Wilmington, Ohio, offers to its dealers a free metal display with the Speedbor "88" Assortment No. 8830 which includes 30 wood bits. The display requires $5\frac{1}{2}$ " of space and holds the entire 30 bit assortment. Bit sizes and retail price are shown prominently. The Sell-O-Bit metal display is offered

for a 13-bit assortment of wood-boring tools. This requires only a small amount of space, holds the bits in patented spring-type clips, and shows hole sizes for each bit. Other aids available include a booklet on the selection, use and care of bits and a number of envelope stuffers. For more information—

Circle No. 187 on coupon, pg. 122

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 188 on coupon, pg. 122

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 189 on coupon, pg. 122

Libbey - Owens - Ford Glass Co., Wayne Building, Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. A recent promotional aid is a dispenser rack for sales of short lengths of fiber glass insulation to "do-it-yourself" customers. The rack holds a 24-inch wide, 100-foot roll of one-inch superfine and occupies an area 27" square. Dispenser is 63" high. For more information—

Circle No. 190 on coupon, pg. 122

Aladdin Laboratories, Inc., 419 South 6th St., Minneapolis 15, Minn., encloses a dealer merchandising kit

in each box of six JON-E' hand warmers. Included is a cardboard counter display, a special green and red sleeve to be used on individual cartons, an envelope stuffer, and three-color window streamers. Material is available without charge in any quantity. For more information—

Circle No. 191 on coupon, pg. 122

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 192 on coupon, pg. 122

Calbar Paint & Varnish Co., 2612-26 N. Martha St., Philadelphia 25, Pa., offers dealers free of charge a counter display rack for showing the company's caulking gun and "handy-load" cartridge. For more information—

Circle No. 193 on coupon, pg. 122

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 194 on coupon, pg. 122

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is $\frac{3}{4}$ " plywood, measuring 24" by 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. For more information—

Circle No. 195 on coupon, pg. 122

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising

the Fittler line of rope. A cardboard counter display contains 100 ft. connected coils of manila or sisal rope in sizes $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ ". A light-weight Octagonal Box rope rack requires only 20" by 30" of space to display and dispense four sizes of rope. The rack is designed to display Fittler Octagonal boxes. Also available is the company's rope merchandiser which displays, measures and cuts rope to desired length. This display holds seven sizes of rope. A small charge is made for the rope rack and the rope merchandiser. In addition the company furnishes dealers with a two-color sign for counter or wall use. For more information—

Circle No. 196 on coupon, pg. 122

Midwest Tool and Cutlery Co., Inc., Sturgis, Mich., offers dealers a small wide display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase of the merchandise. Both are packed in one carton. For more information—

Circle No. 197 on coupon, pg. 122

The Dayton Pump & Manufacturing Co., Dayton 1, Ohio, has for dealer use an assortment of colorful envelope stuffers and decals free of charge. Available for a small charge is an electric sign measuring $10\frac{1}{8}$ " by 25". Also offered for a small charge is a modern stand for displaying a Rapidayton Water System. For more information—

Circle No. 198 on coupon, pg. 122

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Posters for windows and window displays, and folders for counter giveaways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 199 on coupon, pg. 122

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a



Pile up fast, easy BBB and Proof Coil chain sales with
TAYLOR MADE TAY-PAILS!

Taylor Made BBB and Proof Coil Chain in handy, re-usable TAY-PAILS results in fast, easy, self-service sales... sure-fire customer satisfaction... sizeable profits for you. TAY-PAILS are easy to handle—stack quickly for mass display—are ideal when empty for many household, industrial and farm uses. Available in $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{5}{16}$ " and $\frac{3}{8}$ " diameters. Send Coupon for details! S. G. TAYLOR CHAIN CO., General Offices and Plant—Hammond, Ind. Eastern Sales Offices and Plant—Pittsburgh, Pa.



Taylor Made Chain DISPLAY STAND
 reels off good profits too!

This outstanding merchandiser gives you a complete weldless chain department in less than one and one-half square feet of floor space. Makes sales fast, easy, profitable! Holds up to seven reels.

FREE CATALOG! Send Coupon today!



S. G. Taylor Chain Co.
 Dept. M
 Hammond, Indiana
 Rush ☐ Catalog 100 with data on BBB and Proof Coil Chain in handy Tay-Pails, ☐ Catalog 25A with data on Taylor Made Chain Display Stand and all types of Weldless Chain.

Name _____
 Address _____
 City _____ State _____



booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. 200 on coupon, pg. 122

Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 201 on coupon, pg. 122

The Patterson-Sargent Co., 1325 E. 38th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 202 on coupon, pg. 122

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display,

a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 203 on coupon, pg. 122

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products individually packaged such as starter ropes, jute twine, and Christmas twine. For more information—

Circle No. 204 on coupon, pg. 122

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish,

through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

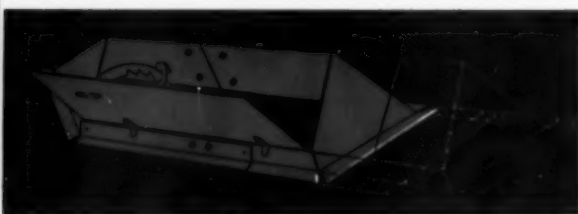
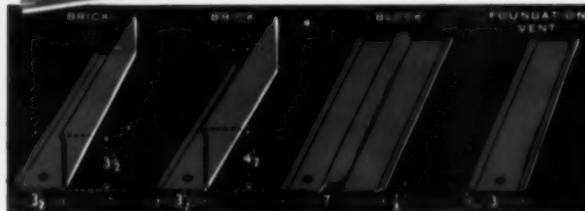
Circle No. 205 on coupon, pg. 122

Crescent Tool Co., Jamestown, N. Y., has available for dealers floor and counter display stands to accommodate panels containing different assortments of tools. Two stands are built to accommodate six 12" x 24" panels of which the company has 11, each with a different arrangement of tools. One stand will accommodate any four of these same panels. A similar stand will accommodate six 24" x 24" panels. The company has nine of these and the dealer may select any six. In addition to the stands, the panel displays may be used individually, in pairs, on walls, or as a window display. For more information—

Circle No. 206 on coupon, pg. 122

NOW!

STEEL LINTELS and *Adjustable* STEEL FIREPLACE DOME DAMPERS AT COMPETITIVE PRICES BY CAMPCO



Lintels for BOTH brick and block construction designed to meet Federal, State, and Local building code requirements. Brick lintels in lengths of 24 - 84 inches in 6" increments. Blocks: 30 - 66 in. Can be nested in stacks in any convenient place, even in your yard or on the job. Thousands of both brick and block lintels in use.

ADJUSTABLE STEEL DAMPERS are revolutionary in the building trade! One body adjusts quickly and easily to three standard sizes and covers. Reduces handling, inventory investment, and storage problems. Steel eliminates brittleness found in other materials, such as cast iron . . . saves costly breakage in shipping, handling, and installation.

Prompt delivery and service aids tight construction schedules. Write for name of your nearest wholesaler and complete specifications.



CAROLINA METAL PRODUCTS, INC.

2222 South Boulevard

Charlotte, N. C.

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—

Circle No. 207 on coupon, pg. 122

Revere Copper and Brass Inc., Box 111, Rome, N. Y., has available a wide assortment of dealer sales aids. These include: a large plaque of the Revere trademark, envelope stuffers, streamers, banners and pennants. Among the counter displays offered is a colorful, lighted unit which permits numerous variations in utensil arrangement. An advertising mat service is available, plus a cooperative advertising program. For more information—

Circle No. 208 on coupon, pg. 122

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 209 on coupon, pg. 122

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Handbook for 1955" covers all of the sales promotion material available to Scott-Atwater dealers in 1955. This material includes free mats and ad builders; a giant window streamer which features the line up of 1955 Bail-a-matic models; handout stuffers; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—

Circle No. 210 on coupon, pg. 122

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this

stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. 211 on coupon, pg. 122

Reo Motors, Inc., Lansing 20, Mich., supplies its dealers with informative 4-color envelope stuffers on a no-charge basis. A red window banner with white lettering, which is currently being used, also is given free. A broadside in color depicting the various model mowers and a breakdown of their parts is provided dealers at a cost of \$15.95 per thousand

imprinted with their names and addresses. Indoor and outdoor sales and service signs which stamp the store's name and its Reo dealership upon the mind of the public may be obtained at the following prices: outdoor service and outdoor sales signs are \$149.50 each; indoor, \$9.90 each. For more information—

Circle No. 212 on coupon, pg. 122

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a

Petroleum Solvents Corporation Announces

new **POW**

the remarkable, complete
**LUBRICANT FOR POWER MOWERS
AND OUTBOARDS** that's used
just like motor oil!!

POW is the POWERhouse every 2 and 4-cycle engine needs! It's an exclusive blend of scientifically treated super-lubricants, especially formulated for power mowers and outboards. NOT AN ADDITIVE—POW IS A COMPLETE LUBRICANT!

POW assures trouble-free performance! gives longer engine life—saves on repairs! provides faster and easier starting! prevents gumming during storage! maintains peak engine power!

POW OPENS UP A PLUS SALE IN THIS NEW AND EVER-EXPANDING MULTI-MILLION MARKET

There's nothing like POW for Power! That's what makes every power mower owner—every outboard owner a hot, live customer. And POW is being introduced just in time for your big selling season. Now, if you're a profit-minded dealer, you won't want to miss this new selling opportunity. POWERful consumer publicity—POWERful dealer aids and newspaper mats—a real POWERful sales story that's bound to make POW move off your shelf like it was jet propelled!

GET THE FACTS ON POW—
WIRE—PHONE—WRITE—FOR DETAILS!

A PRODUCT OF

SILCO

PETROLEUM SOLVENTS CORPORATION
331 Madison Avenue, New York 17, N. Y.
In Canada: Montreal, Que.



stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. 213 on coupon, pg. 122

The Dicks-Pontius Co., Dayton 2, Ohio, has simplified dealers' requests for illustrations to be used in ads by offering a mat proof sheet showing all the product illustrations available in mat form. Dealers may request the mats by the key number which appears below them on the proof sheet. Further sales aids include counter displays. The White Wonder Sealing Compound appears in a red and white carton with a die cut pop-up lid. The poster-like lid tells the use of the compound; complete package holds 12 tubes. A red and yellow counter display carton holds 10 of the do-it-yourself caulking compound tubes. The lid illustrates typical places which may be caulked with the compound. For more information—

Circle No. 214 on coupon, pg. 122

National Lock Co., Rockford, Ill., will supply single and double column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. En-

velope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan, introduced as a sales aid, features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. 215 on coupon, pg. 122

Peaslee-Gaulbert Paint & Varnish Co., 223 North Fifteenth St., Louisville 1, Ky., offers a number of dealer identification devices designed to increase sales. Large exterior signs, window signs, electric clocks, door and window valance decals, etc., serve to promote the Pee Gee line. In addition, the company provides the dealer with window displays and counter cards, color selector charts, direct mail advertising and counter leaflets. Other dealer helps include the Pee Gee name on workmen's caps, coveralls, wet paint signs, and rules. For more information—

Circle No. 216 on coupon, pg. 122

Utica Drop Forge & Tool Corp., Utica 4, N. Y., offers dealers electros

and mats for newspaper advertising, plus folders describing the mats. Unlimited quantities of pamphlets describing various tools are provided at no extra cost with dealer's imprint if desired. The new "Third Dimension" display featuring the Utica No. 92 Locking Wrench is among the counter merchandisers available. This holds all three sizes of the wrench with illustrations showing what the wrench is and how it works; a special holder contains descriptive folders. Besides supplying wall displays, tool cases, and counter cards, Utica's dealer aids include the facilities of the home office advertising department which is equipped to furnish ad layouts, manuscripts for radio, television and newspaper, and direct mail assistance. For more information—

Circle No. 217 on coupon, pg. 122

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near ties in merchandise. All merchandisers are in bright colors and polyethylene

A Progressive Magazine

for

Progressive Hardware Men . . .

If you are not now a subscriber, or if your subscription is due for renewal, send in your order today—1 year \$1.00, 3 years \$2.00.



SOUTHERN HARDWARE



806 Peachtree St., N. E.
Atlanta 5, Ga.

bags are used to package many of the products. For more information—
Circle No. 218 on coupon, pg. 122

Chas. O. Larson Co., Ave. G, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers, cardboard easels and counter models. Covering items specially suited for the home-owner and hobbyist, the promotion material may be obtained through wholesalers. For more information—

Circle No. 219 on coupon, pg. 122

Laundry Appliance Sales Hit Record High Level

FACTORY SALES of home laundry appliances in January totalled 481,387 units, highest for the month in the history of the industry, the American Home Laundry Manufacturers' Association has announced. January topped 386,036 in the preceding month by 25 percent and was 41 percent more than 341,943 in the comparison month a year ago, he reported.

Standard-size household washers

sold in January amounted to 357,356 units, compared to 264,803 in the preceding month, up 35 percent, and 43 percent higher than 249,956 in January, 1954. Sales of automatic and semi-automatic units reached an all-time high, totalling 272,999 units compared to 197,536 in the preceding month, an increase of 38.2 percent, and up 57.9 percent from 172,923 units in January, 1954. Wringer and spinner washers sold in January aggregated 84,357 units as compared to 67,267 in the preceding month, a gain of 25.4 percent, and were 9.5 percent above 77,033 of the type sold in January a year ago.

Carlton Cuts Price of Plastic Pipe

A 17 PERCENT price reduction on plastic pipe has been announced by Carlton Products Corp., manufacturers of extruded plastics, Cleveland, Ohio. Brigham Britton, president of Carlton, credits the price reduction to a drop in material costs and savings in manufacturing, which are being passed on to users

Westinghouse Reports Record Sales for '54

RECORD SALES billed by Westinghouse Electric Corporation in 1954 boosted net income to the highest total in the company's history. At the same time earnings per share ranked second only to the 1950 record, Westinghouse President Gwilym A. Price reported on February 23, 1955 following a meeting of the board of directors in Pittsburgh, Pa.

Net Income

Net income of \$84,594,000 in 1954 was 13.8 percent higher than in 1953, equal to 5.2 percent of sales billed and to \$5.06 a common share after payment of dividends on preferred stock. This compared with \$74,322,000 in 1953 which was 4.7 percent of sales billed or \$4.53 a common share.

For the fifth consecutive year, Westinghouse net sales billed reached a new record high in 1954, totaling \$1,631,045,000. This was a three percent increase over the \$1,582,047,000 billed in 1953, Mr. Price said.



GRIFFIN HARDWARE IN A New Visible Pak SELLS ON SIGHT

The Self-Service Package They'll Reach for!

SELLS ON SIGHT—Griffin's new visible pak offers popular Griffin Hardware in a complete sales unit. A transparent plastic blister contoured to the shape of each product protects against moisture and handling. Each "see-thru" package includes the correct number of screws.

YOUR CHOICE of Griffin Hardware items. Select your items. Buy only what sells best—the visible pak speeds turnover.

INCREASE PROFITS this quick way. This attractive self-service pak sells on sight. Ask for catalog page GV-1. Order from your distributor today.

SELECT YOUR
GRIFFIN ITEMS



GRIFFIN



Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA
REPRESENTATIVES

ATLANTA, Ga.
Walter S. Johnson & Sons
917 St. Charles Avenue
BOSTON, Mass.
Austin & Eddy Inc.
115 Broad Street

CHICAGO, Ill.
Wilbur H. Davis
1639 Fargo Avenue
DALLAS, Texas
E. M. Farrah
2nd Unit Santa Fe Bldg.

DENVER, Colo.
Roy L. Rogers
1620 Garfield Street
DETROIT, Mich.
George A. Gregg
141 W. Eight Mile Road

JACKSON, Miss.
L. G. Fuller, Jr.
P. O. Box 2113
KANSAS CITY, Mo.
Harvey D. Bush & Sons
4638 Nichols Parkway

NEW YORK, N. Y.
The B. S. Alder Company
45 Warren Street
SAN FRANCISCO, Calif.
C. L. Lewis
2450 17th Street

SEATTLE, Wash.
R. F. Bevers
4524 East 60th Street
ST. LOUIS, Mo.
W. C. Melbaum & Co.
6934 Oleatha Avenue

MORE AND MORE DEALERS ARE FINDING OUT THAT



1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Quality famous for over a century keeps customers coming back for other Tree Brand items. Add BOKER'S generous markups, reasonable retail prices and strong SATURDAY EVENING POST ads and you have sure profits! Talk to your jobber today about Tree Brand!

EASY "PINKER" SHEARS
Removable hollow-ground precision steel blades. Duraluminum handles. Lightweight, comfort-designed; still the moment customers pick them up.

"SUBURBAN" TABLEWARE SET
Handsome, practical 24-piece Tableware set. Genuine Pakkawood handles, stain and burn resistant. Choice of box or plastic carrying case; slight difference in price.

STEAK SET
An item women go for—every man wants. Handsome to look at... razor sharp, hollow-ground blades.

CARVING SETS
Sell quickly because they look their quality! Highest quality steel. Genuine stag handles curved to fit the hand.

POCKET KNIVES
Sell them once, and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.

SCISSORS - SHEARS
Prices to sell on sight - at a good profit! Wide variety of sizes. Quality all the way.

A
The Saturday Evening
POST
Recognized
Value

BOKER TREE BRAND CUTLERY
EST. 1837
H. BOKER & CO., INC.
Established 1837
101 Duane St. New York 7, N.Y.

Nesco's Jacksonville Plant Closed for New Product Tooling

ROBERT L. PURCELL, executive vice-president, Nesco Division of the New York Shipbuilding Corp., has announced that the company's Jacksonville, Ill., plant will re-open April 4. The plant was closed March 7 to permit tooling for two new automatic electrical appliances.

Purcell said that "We have made plans for the introduction of the two new appliances and want assured production prior to our merchandising program.

"In preparation of the necessary tooling," Purcell continued, "our company built up inventories sufficient to take care of current needs while retooling and producing our new items."

Nesco manufactures small electrical appliances, decorated houseware items, and a line of galvanized ware.

Wooster Rubber Co.'s New Publication Designed to Give Sales Information

A MOVE TO PUT more store sales personnel in the know about the brand they are selling and the company behind the brand name was begun recently by a major housewares manufacturer, the Wooster Rubber Co., of Wooster, Ohio.

The company, through its general sales manager, J. K. Buckwalter, announced the publication of the first issue of a 12-page pocket size quarterly, "Rubbermaid Re-Tales." The two-color publication is being mailed to several thousand retail sales people across the country who sell the company's Rubbermaid houseware line — now numbering about 70 kitchen and bath products.

The company's founder and president, James R. Caldwell, told recipients of the first issue that the purpose of the publication was "to tell you how to get ahead in selling — how to make more money and achieve more satisfaction in what I think is one of the most overlooked sales areas in this country today — selling a customer from the floor."

But Caldwell also noted that this would be his first and last appearance in the magazine, with future space on the page he occupied to be written by women who have made retail sales their life work — and made a success of that work.

Editorially the magazine is almost evenly divided between specific sales information on the Rubbermaid line and articles of special interest to women in retail stores, including beauty tips and personal notes. Reader response is also solicited through a "bright idea" contest for good selling ideas, with cash prizes on top for the best ideas submitted.

James W. Cooley, public relations director of the company, is serving as editorial director of the magazine in collaboration with Wooster Rubber's advertising and public relations agency, Ketchum, MacLeod & Grove, Inc., of Pittsburgh.

Rubbermaid wholesalers and store buyers are also receiving informational copies of "Re-Tales" although Cooley emphasized that the sole publishing intent is "better communication with floor sales people — the people we help by giving them good products to sell, and who help us by doing the right kind of sales job with our merchandise."

One unusual aspect of the first issue is the use

of a second color "coral-pink," through the pages. This color is the same as was recently added to a number of products in the Rubbermaid line. A separate feature points up ways to merchandise these products through related item selling with other kitchen and bath accessories in either complementary or dramatic contrast shades.

Cooley noted that full product information on the latest additions to the Rubbermaid line is included as a color insert in the first issue.

"We, and other companies like us, spend thousands of dollars to introduce these products to buyers and wholesalers at the annual and regional houseware shows," he said. "It certainly makes good sense to tell sales people who don't attend these shows what they will have to sell that is new, and where the sales appeal of each product lies."

Magazines are being mailed to the homes of recipients wherever possible, the company said, and if the venture proves to be successful, it may be changed into a monthly publication.

The company, whose home office and main factory are at Wooster, O., was organized in 1934 as a 10-employee firm. Today it employs approximately 600 persons, and last year recorded approximately \$13 million worth of business.

American Fair Trade Council Offers Digest of Court Interpretations

A DIGEST OF Federal and state court decisions that interpret Fair Trade laws in the various states, and establish the principles of voluntary Fair Trade as the consumers' protection against dilution of trademarked quality, has been prepared by the legal staff of American Fair Trade Council for distribution to its members.

According to John W. Anderson, president of AFTC, the digest is the only document of its kind for legal guidance of retailers and manufacturers who adopt Fair Trade practices.

"These court decisions help to clarify Fair Trade laws now in effect in 44 states," Anderson said. "Almost all of these court decisions tend to show that Fair Trade laws encourage free and open competition of trade-marked products, and protect the consumer against predatory retailing methods that impair quality. A predominance of court decisions have held that Fair Trade is in the public interest."

Atlantic Steel Awards Contracts for Construction of New Rod and Bar Mill

ATLANTIC STEEL Co. has announced that contracts have been awarded for the construction of a new merchant bar and rod mill.

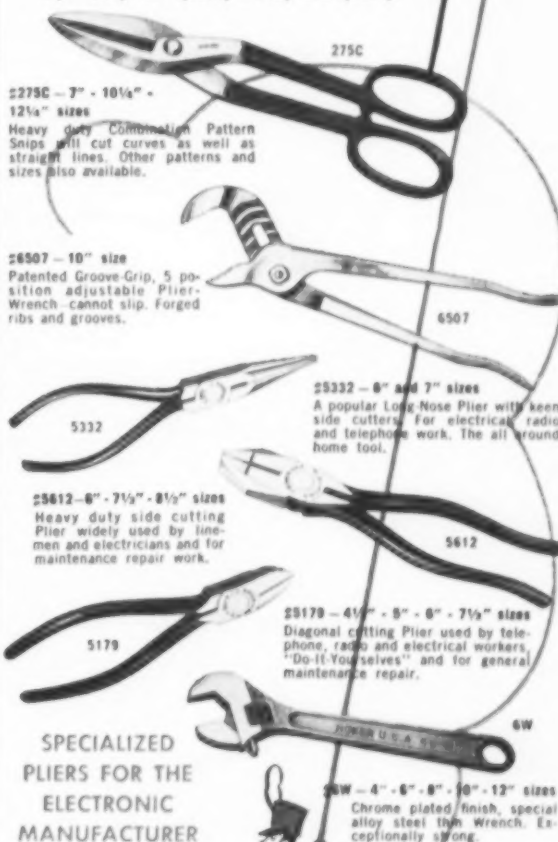
According to J. H. Girdler, company vice-president in charge of operations, this mill is the first phase of a \$10 million modernization and improvement program recently approved by the company's stockholders. Grading for the mill is already underway by Dalon Construction Co., Atlanta.

General engineer for the construction of the buildings and installation of the new mill is Rust Engineering Company, Birmingham. The mill itself will be housed in a building 740 feet long by 100 feet wide. Two warehouses attached to the main

GIVE A "BOKER" BOOST

to Your Tool Sales with
BOKER QUALITY TOOLS

BOKER tools are as finely made as BOKER cutlery. BOKER's trademark stamped on them is a guarantee of quality, workmanship and performance. BOKER tools are made of special analysis, chrome vanadium steel. They're load-tested, diamond-tested for hardness, and accurately machined from the time the steel is forged until final polishing. In short, they're the kind of tools your customers will go for. They look quality — They feel quality — They are quality!



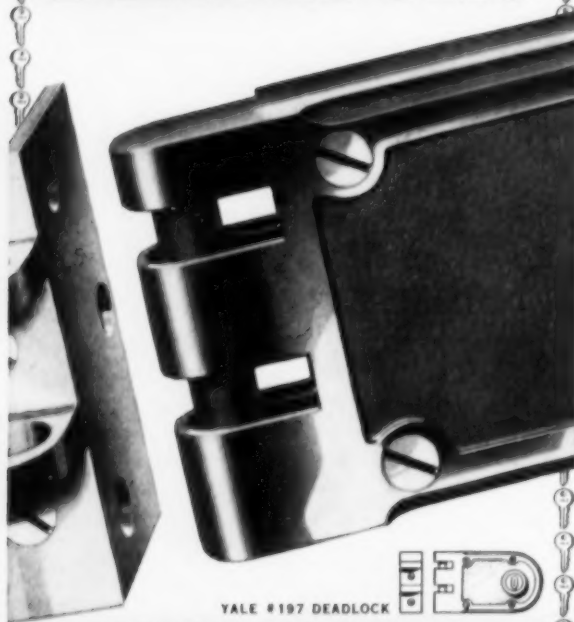
SPECIALIZED
PLIERS FOR THE
ELECTRONIC
MANUFACTURER



H. BOKER & CO., INC.
Established 1937
101 Duane St.
New York 7, N.Y.

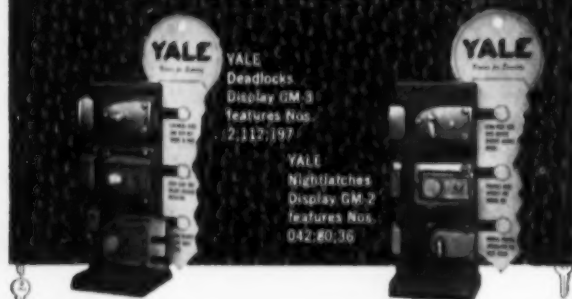
A
The Saturday Evening
POST
Recognized
Value

YALE DEADLOCKS



YALE #197 DEADLOCK

**YALE HAS THE PRODUCTS
AND THE POINT OF SALES DISPLAYS
THAT SELL THEM FAST!**



FREE! SEND NOW!

Write for valuable booklet
"The Key to Selecting Auxiliary Locks"
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., Stamford, Conn.

YALE, REG. U.S. PAT. OFF.

YALE & TOWNE

building will occupy an additional 52,000 square feet of space.

Mill machinery for the 21-stand combination bar and rod mill is being built by Morgan Construction Co., Worcester, Mass.

Contracts for the electrical machinery, equipment and installation were awarded to General Electric Co.

Rust Furnace Co., Pittsburgh, received the contract for the reheating furnace, and four overhead cranes for the mill and warehouses will be supplied by the Whiting Co., Harvey, Ill.

Actual construction of the buildings is scheduled to start in May, and installation of the mill machinery and electrical equipment will begin about October. The mill is expected to be completed and in operation by September, 1956.

The total amount involved in these contracts is approximately \$8½ million.

Girdler stated that the new mill will substantially increase the company's productive capacity, product range and sales potential.

Red Head Brand Co. Buys Hunting & Fishing Division of Drybak Corp.

MRS. ALMA K. Anderson, president, and Clarke F. Hine, vice-president, of Red Head Brand Co., Chicago, have completed negotiations with the Drybak Corp. for the purchase of the Hunting and Fishing Clothing Division, including rights, trademarks and inventory.

Red Head will continue to promote the Drybak name as "The Drybak Division of the Red Head Brand Co." Hine states there will be no change in the sales policy of the Red Head line and is in the process of formulating a sales policy for the Drybak line through present Drybak distribution channels.

Red Head's acquisition of the Drybak line links two of the oldest names known to users and dealers of hunting and fishing clothing and equipment and is the most recent major development in Red Head's expansion program. A year and a half ago Red Head purchased the Congo Sunshine Sports Headwear Line, and just recently entered the marine field, with the manufacture of U. S. Coast Guard approved boat cushions and life vests.

F. E. Myers & Bro. Co. Conducts 100th Factory Sales Training Class

FORTY-ONE DEALERS and distributor representatives met in Ashland, Ohio, March 7-10 for the 100th factory sales training class to be conducted by the F. E. Myers & Bro. Co., Ashland, Ohio, since a formal training program was started in 1945.

Dealers and distributors of water systems, pumps, and water conditioners from Arkansas, Iowa, Ohio, New York, Florida, Pennsylvania, North Carolina and South Carolina were represented in the group.

During the four-day session, the trainees listened to Myers personnel present lectures on pumping and water supply fundamentals, explain sales features of Myers products and cover Myers 1955 merchandising and advertising program. One afternoon was

spent touring the Myers factory.

Nearly 4000 persons have attended Myers factory sales training courses in Ashland in the ten years the program has been in existence. Another 40,000 have attended field classes conducted since 1945.

Another milestone in Myers sales training is being passed this year. C. B. "Uncle Bert" Sattler, Myers sales training director who organized the training program, is celebrating his 50th year with the Myers organization. Sattler was a salesman and district manager prior to starting the training program.

F. W. Dodge Corp. Announces Record Dollar Volume in Southeastern States

THE HIGHEST dollar volumes ever for any February, and also for any first two months were reached in the southeastern states, according to totals of Dodge Reports of contracts awarded for future construction, announced recently by F. W. Dodge Corporation Regional Vice-President Ralph M. Hairston, Atlanta, Ga. This area includes the Carolinas, Georgia, Florida, Alabama and central and eastern Tennessee.

The February figure was \$199,034,000 or 15 percent above February 1954, and nine percent above January 1955. The two-month total of \$382,112,000 was also 21 percent above the first two months of 1954.

Flex-O-Glass President Harold Warp Preserves Relics in Pioneer Village

SEVERAL YEARS ago Harold Warp, president of Flex-O-Glass, Inc., Chicago, Ill., commenced gathering up historical buildings and items of a bygone age.

The result is Pioneer Village on U. S. 6—132 miles west of Lincoln in Warp's old home town of Minden, Nebraska.

Here, sprawled over two city blocks, in 12 buildings, is the result of one man's determination to edify man's evolution between 1830 and 1950.

Warp left Minden at the age of 20 in 1924, bound for Chicago with \$800 and the patent for a product called "Flex-O-Glass," but he carried his love for the midwestern plains with him.

Although the operation of his manufacturing plants, which produce such products as Flex-O-Glass, Wyr-O-Glass, Glass-O-Net, and Screen-Glass, took much of his time, Warp found moments to collect many of the items now found at the Village.

Among his collections are his old school house with all records intact; a steam engine, horse drawn fire engine; farming implements from the days of the walking plow, a header and header box, horse power and steam threshing machines down to the present day tractor and combine; various tools; home appliances; an old fashioned barbershop; an historical fort; original paintings, etc.

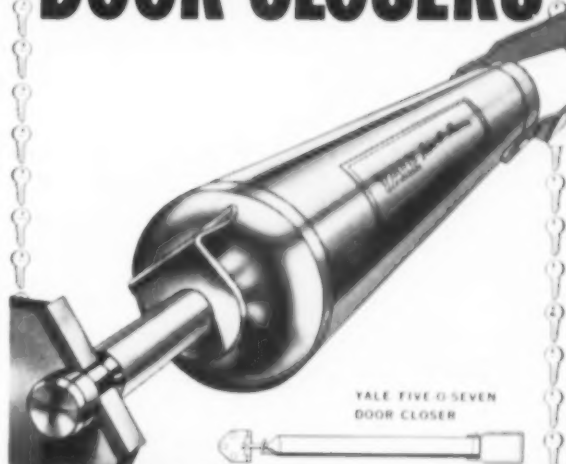
The scope of the Village is said to be so great that only "one of each" could be included.

Since opening day, June 6, 1953, more than 150,000 visitors have visited the Village. Two men have worked continuously restoring the items on display as Warp wants to show the items as they looked when in use. Approximately 20 people are on the regular payroll.

YALE

screen and storm

DOOR CLOSERS



YALE FIVE-O-SEVEN
DOOR CLOSER

**YALE HAS THE PRODUCTS
AND THE DISPLAYS
THAT SELL THEM FAST!**



YALE 506
AIRLINER CLOSER



NEW YALE
FIVE-O-SEVEN CLOSER

FREE! SEND NOW!

Write for valuable booklet
"Yale Door Closers"

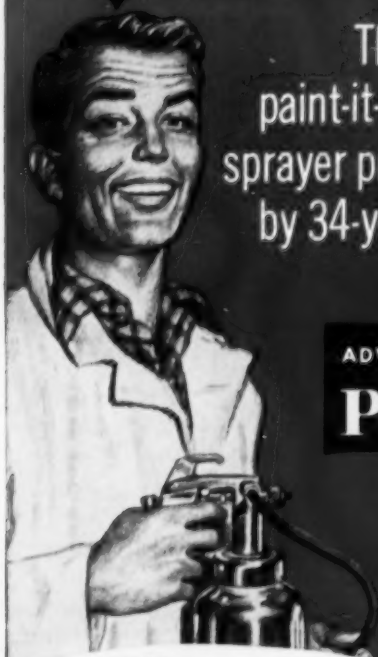
THE YALE & TOWNE MFG. CO.
Lock & Hardware Div., Stamford, Conn.

YALE REG. U.S. PAT. OFF.

YALE & TOWNE

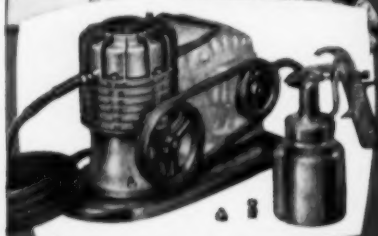


Speedy Sprayer



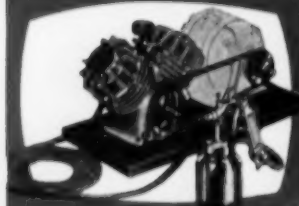
The
paint-it-yourself
sprayer proved best
by 34-year test!

ADVERTISED
IN
Post



SPEEDY SPRAYER 390

One 1/2 h.p. motor
Delivers 2 cu. ft. of
clean, oil-free air at
30-40 lbs. pressure.
Never needs oiling.
With gun, less motor,
retail \$36.50.

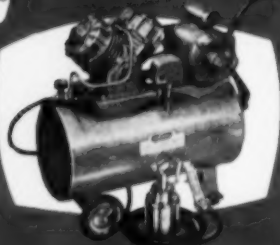


SPEEDY SPRAYER 444

For job too big! 4 cu. ft. of
clean, oil-free air at 40 lbs.
pressure. 1/2 h.p. motor or
engine. With gun, less motor,
retail \$66.00.

MOBILE TANK SPRAYERS

Large 11 1/2 gallon storage tank.
Automatic on-off switch main-
tains steady pressure. Portable
wheeled or stationary models.
No. 500 with 1/2 h.p. motor, re-
tails \$106. No. 480 Twin (shown)
with 1/2 h.p. motor, retails \$169.



ORDER FROM YOUR WHOLESALE
WRITE FOR CATALOG OF COMPLETE SPEEDY SPRAYER LINE
W. R. BROWN CORP.

3607 N. NORMANBY AVE., CHICAGO 35, ILL.

Established in Spring, Year 1921

2 Brand NEW ideas in PRUNERS!



PORTER 135 TWO-HAND PRUNER

13" long

Weights only 15 oz.

Two hands are more powerful than one with this ONE pruner that does all your light pruning. Easier to operate for Mrs. . . . Strong and rugged for Mr. . . . Longer handles give more cutting power with less effort; eliminate scratches. Cushion grips for comfort — no more tired aching hands or blisters. Two sharp blades make clean cuts which heal quickly. Gift Packaged, ideal for year-round giving.

PORTER 285

LOPPING SHEAR

28" long. Capacity
1 1/2" green
wood — weighs
only 2 1/4 lbs. The
lightweight tool

ONLY \$4.95
for rugged work. Designed for perfect balance to relieve fatigue in continuous cutting. Tested to stand 160 lb. handle pressure. Tough hickory handles can be cut to any desired length. Heat treated brackets will not bend or break. Pivot bolt stays tight. Buffer eliminates end-of-cut shock.

Ask your Jobber or
send for Catalog and
Price List.

**PORTER
PRUNERS
ARE BETTER**

H. K. PORTER, INC., Somerville 43, Mass.

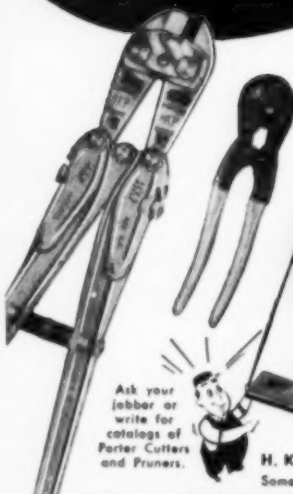


ONLY
\$6.45



PORTER CUTTERS

A complete line of
one and two hand
metal cutters. BOLT
and ROD CUTTERS —
WIRE CUTTERS —
HARD and SOFT
CHAIN CUTTERS —
CABLE CUTTERS —
TIRE CHAIN REPAIR
TOOLS. Also HAND-
KLIP CUTTERS for cutting
small wire, rods, and steel
strapping.



Ask your
jobber or
write for
catalogs of
Porter Cutters
and Pruners.

H. K. PORTER, INC.
Somerville 43, Mass.

A simple hand
tool that packs
a huge sales
wallop!

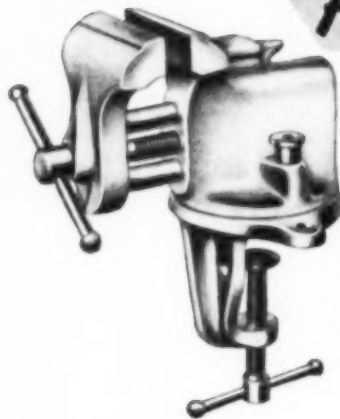


Saves hours of
struggle when
bolt, nut, or
screw is frozen
tight, loosens or
tightens with
ease.



PORTER FERGUSON Auto Body and Fender Tools and Equipment PORTER PRUNERS

QUALITY FEATURES SELL VISES FAST!



It's no trouble selling vises that have consumer acceptance—that give you more dollar volume—more profit per sale! B & C Vises are solidly built to withstand the abuse in the home, garage, farm or shop!

Here's one of the family
SWIVEL VISE #153

FEATURES:

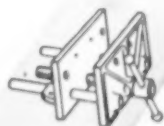
- Body—Fine grain cast iron.
- Jaws—Milled and ground. Gray iron, fitted with cold roll steel guides.

- Screws—All screws fitted with sliding cross pins.
- Base—Full 360° rotation. Can be temporarily clamped or permanently bolted to bench.
- Finish—In Black and Red durable baked enamel.
- Packed—Individually cartoned.

SPECIFICATIONS:

There's a B & C Quality Vise to fit the Job best!

No.	Type	Width Jaws	Jaws Open	Packed	Weight Shipping	Finish
149	Bench	1-3/4	1-3/4	36	70 lbs.	Green
150	Bench	2-1/2	2-1/2	24	88 lbs.	Green
153	Utility	2-1/2	2-1/2	12	57 lbs.	Base—black Body—red
175	Sawhorse	5-3/4x5	4	12	70 lbs.	Green
176	Woodworker	6-1/2	4-1/2	12	66 lbs.	Green



Ask your Jobber to show you the complete B & C line of Clamps, Vises and Hand Tools—a popular, profitable line since 1925—OR WRITE US



THE BRINK & COTTON MFG. CO.
43 POLAND STREET • BRIDGEPORT, CONN.

FLY CONTROL...

here's the answer

JOHNSON push-button FLY CONTROL (high profit margin)



ADVERTISED IN LEADING FARM MAGAZINES

WIDELY PUBLICIZED results of a leading university's experiments prove that Johnson Push-Button Fly Control cuts insect spraying costs more than one half. DOES A BETTER JOB. SAVES TIME AND MONEY.

EVERY FARMER IS A GOOD PROSPECT

PAYS FOR ITSELF! Your customers will save enough in insecticide costs alone to pay for the whole unit. They'll use the labor and time saving



**SPRAYS • PAINTS
LUBRICATES
BLOWS • CLEANS**

THE JOHNSON FLY-CONTROL PACKAGE INCLUDES:

- All-Purpose, portable Air Compressor, 1/2 hp, 100 lb. capacity. 25' of air hose, a blow gun and tire chuck.
- Insectospray with non-break plastic bottle and 4-way directional nozzle.
- One half pt. of Piperonyl-Butoxide and Pyrethrine Concentrate (makes 5 qts. of insecticide).

RETAILS AT \$82.00

JOHNSON—OVER 70 YEARS IN PNEUMATIC FIELD
MAIL COUPON FOR INFORMATION AND PRICES

JOHNSON SERVICE COMPANY

Compressor Division

Dept. SH-35, 507 E. Michigan St., Milwaukee 2, Wis.

Send catalog and prices on the Johnson Compressor and Push-Button Fly Control Unit.

NAME _____

ADDRESS _____

CITY & STATE _____

HARDWARE NEW PRODUCTS

Lawn Sprinkler Kit

A new underground sprinkling system, the Whirl-ette, is being marketed as a packaged unit. The kit includes 50 feet of Yardley ClearStream Pressurized polyethylene pipe, two brass pop-up rotating sprinkler heads, all necessary fittings and attachments, and a $\frac{5}{8}$ " socket wrench. A sill faucet attachment is included, with enough pipe to place the first head 26 feet away from the water source. Illustrated instructions and plan diagrams are enclosed in each kit. Suggested retail price is \$24.95.



The manufacturers point out the following special sales features: two whirling sprinklers will deep-soak 1200 square feet of lawn coverage at once; the kit is complete with nothing extra for the user to buy; the carton opens up into a self-selling counter display; it is a neat carry-away item weighing about 11 pounds; it will operate at near-maximum efficiency even when the water pressure is as low as 20 pounds (at that pressure, only $\frac{7}{8}$ gallons of water are required to operate the system); and this packaged unit is acceptable in all U. S. post offices as fourth class mail.

Yardley Plastics Co.
142 Parsons Ave.
Columbus 15, Ohio

Catcher Mitts

In introducing its 1955 line of catcher mitts, listing from \$5.95 to \$18.95, Draper-Maynard points out a number of exclusive features.

One of the outstanding features is the "Flex-Pad" construction, which is



designed to provide a firm and stable foundation, yet is flexible and easily handled. Laced palm break aids in automatic closing of mitt around ball.

According to the manufacturers, hand stitched pads used in the mitts are built up layer for layer of the finest quality wool felt and hand stitched firmly into position, so pad cannot shift, bulk up or change position. Also, they continue, all mitts have the ready "broke in" feel and provide immediate playability.

A new nylon lacing between thumb and palm is being used this year which is said to be many times stronger and more durable than leather lace.

Draper-Maynard Co.
4861 Spring Grove Ave.
Cincinnati 32, Ohio

Plastic Duck Decoy

The "Champion" has been added to the Victor Majestic line of molded plastic decoys as an economy model of the Victor Majestic Standard. According to the manufacturer, it incorporates all the design techniques particularly desirable in this decoy, yet is priced low for the competitive market.

This new Tenite plastic decoy is



life-size, molded in one-piece, internally balanced and colorfully finished in realistic colors. The head is permanently attached and the light but strong body is designed with two places for attaching an anchor line so that the decoys may be arranged in various life-like positions in the water. This new decoy is available in three species: Mallard, Pintail and Black Duck, and will retail at approximately \$21.95 per dozen.

Animal Trap Co. of America
Lititz, Pa.

New Rotary Mower

An 18" rotary model powered by a 4-cycle Briggs and Stratton engine has been introduced into the Bolens line of power mowers for 1955.

This mower has the side-trimmer feature which is designed to eliminate hand-trimming around trees, close to fences, buildings, and hedges.



Equipped with a 1.6 horsepower engine with retractable starter, the mower takes the Grind-A-Leaf attachment for pulverizing leaves, and is adjustable to several cutting heights. A guard at the front and a ring guard at the rear of the mower deflects objects which have been picked up, such as sticks and stones, downward for safety, state the manufacturers. Handles are semi-floating for ease of operation.

Bolens Products Div.
Food Machinery & Chemical Corp.
227 P South Park Ave.
Port Washington, Wis.

Water Boy!

(1955 MODEL)

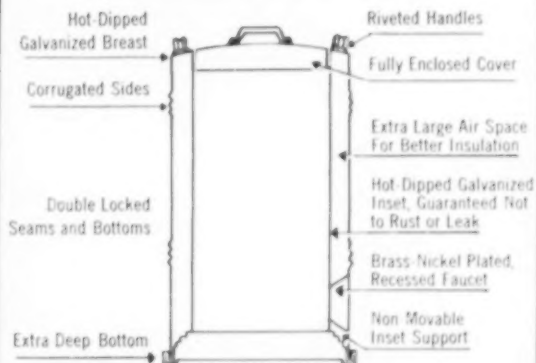
arctic portable
water coolers by



De Luxe Arctic Portable Water Coolers are big, rugged . . . built to give your customers lasting satisfaction under the toughest conditions.

They're ideal for construction work, oil fields, service trucks, warehouses, logging camps, shops . . . everywhere there's a need for a portable water fountain. They're ideal for hunting and fishing, too. Best of all, they're designed to create sales for you with features your customers want: popular 2, 3, 5 and 10 gallon sizes, quality materials and the *De Luxe* name! Order from your jobber today.

NOTE THESE IMPORTANT CONSTRUCTION FEATURES



THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

SOUTHERN HARDWARE for APRIL, 1955

Who buys fishing lines



in a hardware store?

- ✓ Bait Casters
- ✓ Fly Casters
- ✓ Trollers
- ✓ Surf Casters
- ✓ Spin Fishermen

. . . and many others!

You can sell every type of fisherman when you feature SUNSET fishing lines. SUNSET has a line for every fishing purpose. The SUNSET brand has been widely advertised for over 20 years and is well known and respected by fishermen. Sell SUNSET — it's easier!



FLEXON Softest, slickest, strongest monofilament, made by German process — holds knots, handles like magic.



CASTMASTER Finest siliconized nylon casting line; perfectly balanced to absorb shock, set hook, hang on.



FLOATER Non-sinkable fly line with unexcelled casting qualities for dry fly, bass bug and all top water fly fishing. Smooth, pliable plasti-seal finish never becomes tacky.



SURF KING Line of the champions for salt water squidding, fresh water trolling. New small diameter, siliconize finish.

Write for full color catalog of Sunset Lines and dealer selling aids, giving name of your jobber. Sunset Line & Twine Co., 1107 Jefferson St., Petaluma, California.

sunset fishing lines
PETALUMA, CALIFORNIA FLORENCE, ALABAMA

**Snap
sparkle
sell**

in the new
**EAGLE
NIGHT
LATCH**



Put this brand new traffic builder on your counter and watch it pile up the sales! Extremely colorful, compact and attractive. Strictly a self-service, self-selling item. Designed to help you cash in on the home craftsman market. Sturdy package—easily set up on your counter. Really designed for the "all thumbs" customer. Includes template and instruction sheet.

EAGLE NO. 3500 BL . . . Rugged dependability characterizes this cast iron latch with top 5 pin tumbler security. Attractive BRASS LACQUER special heat treated finish provides long-wearing characteristics. Two brass, milled and embossed keys with each lock. APPLICATION—For doors 1 1/4" to 3" thick. Reversible for doors of either hand. Backset of lock-2 3/4".

ORDER TODAY from your jobber or write direct to



the **EAGLE LOCK COMPANY**

Subsidiary of Bowser, Inc.

TERRYVILLE, CONNECTICUT

File Special

As a special for hardware week, Nicholson File Co. is offering its Handy File to sell at retail for 60 cents instead of the usual 76 cents. Packed one dozen to the box, the Handy File is wrapped in cellophane for complete protection.



This file, which is single cut on one side and double cut on the other, is said to have multiple uses around the house, farm, shop and garage. The "Safety" handle has handy hang-up hole.

Nicholson File Co.
Providence 1, R. I.

Screen Door Grilles

A new line of screen door grilles priced to sell for \$9.95 is announced. These new grilles, S-70, S-71 and S-72 are made of white enameled steel, adjustable to widths 24" to 32" and 60" high.



They are designed of 1/4" x 1/2" hot rolled steel with stamped aluminum figurines of birds in flight or flying fish.

These grilles are ready assembled for easy installation on standard screen doors and are individually packed. In addition, the same styles are available for combination doors.

National Guard Products, Inc.
540 Jackson Ave.
Memphis, Tenn.

Balanced Perfection!



NEW ADJUSTABLE TUBULAR HACK SAW FRAME No. 325



All Chrome Plated with
Handle and Blade
Finished in Gold . . .

**A Perfectly Balanced
Work Tool for
Master Mechanics and Craftsmen**

- Unbreakable butcher boy handle has special, firm "safety-grip" design for added protection
- Permanent thumb rest on tubular frame for easier, balanced cutting . . . prevents greasy hands from slipping
- Tubular-frame construction is lightweight, yet exceptionally sturdy for heavy duty work
- Frame is furnished with Great Neck's standard 10" gold finished tungsten blade . . . individually boxed and attractively priced for profitable year round sales. Retails for \$2.98



Standard Tungsten and high speed Molybdenum hand hack saw blade displays — available for easy, self-service selling.

Hack saw frames with butcher boy and pistol-grip handles available in a full price range.

• Order from your jobber
Write for Complete Catalog
of Tools and Kits for Everyone



Great Neck

SAW MANUFACTURERS, INC.
MINEOLA, NEW YORK

NOW... NOMA LITES, Inc.

World's Largest Manufacturer of Christmas Lighting Decorations

brings you
this great

NEW PRODUCT!

NOMA *spray*

The Complete Underground
Sprinkler System!

\$14⁹⁵

Slightly higher
in Canada.



HERE'S HOW EASY IT IS TO INSTALL NOMA SPRAY...



STEP 1 Extend Noma Spray over the area to be covered, attach to faucet or garden hose, turn on water.



STEP 2 Make incision in ground with spade . . . 5 inches deep . . . insert Noma Spray, adjust volume of spray with key . . . that's all!

- Designed to Last a Lifetime!
- Comes Completely Assembled!
- Nothing to Put Together!
- Rust Proof . . . Not Proof . . . Freeze Proof! (at 50° below)
- Made of Lifetime Flexible Vinyl with Bronze Fittings!
- Covers Over 750 Square Feet (3 Heads)!
- Add Units as Desired!
- Installs Underground Easily in Minutes!

Backed by dynamic national
advertising including **LIFE**
GOOD HOUSEKEEPING,
and
THE AMERICAN HOME

FREE MAT SERVICE
FREE AD KITS
FREE STORE and
WINDOW DISPLAYS

NOMA SPRAY WILL SKY-ROCKET SALES IN YOUR STORE!
CASH IN ON THIS SURE-FIRE PROFIT MAKER!
WIRE, PHONE YOUR SUPPLIER TODAY!

NOMA *spray*

DIVISION OF NOMA LITES, INC. 55 WEST 131st ST., NEW YORK 11, N. Y.
World's Largest Manufacturer of Christmas Lighting Decorations

MIAMI, FLORIDA ST. JOSEPH, MO.
1109-1137 N. W. 22nd St. 409 North Third St.
TORONTO, CANADA, NOMA LITES CANADA LTD., 110 Wellington St., West

Preserver Jackets

Additions to the 1955 line of "Life-Raft" and "Aqua-Float" Marine safety products are Style Nos. CG-200 and CG-210 U.S.C.G. Approved Cork Life Preserver Jackets.



These jackets are available for both adults and children and are manufactured under U.S.C.G. Approval Nos. 160.003/9/0 and 160.003/10/0. They are available in bright orange, heavy drill fabric and are said to meet all U.S.C.G. safety requirements. According to the manufacturers, any

boats carrying passengers for hire or over 40' in length are required to have these Approved Cork Jackets on board for each person, plus 10 percent for children as required by Federal law.

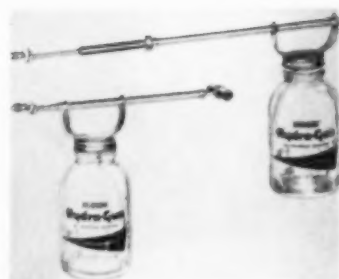
The manufacturers also produce a wide variety of other U.S.C.G. Approved jackets under their "Aqua-Float" brand as well as several kapok filled swim vests for children, work type and water ski jackets, and over a dozen different U.S.C.G. Approved "Life-Raft" buoyant cushions for the small boatsman and fishing enthusiast.

Style-Crafters, Inc.
P. O. Box 3277 Sta. A
Greenville, S. C.

All-Purpose Sprayers

Two new sprayers known as Hydra-Guns are now offered to the trade and are designed for all-purpose use. They can be used for spraying flowers, gardens, shrubs, medium-size trees, lawns and many jobs around the farm such as pest control in and around farm buildings and spraying grain protectants, according to the manufacturers.

The new Hydra-Guns feature a half-gallon jar container, high-pres-



sure brass pump with a new type nozzle that is said to adjust instantly to any spray from fine fog to long distance and also to any spraying angle within 360°. They handle all sprayable solutions. Jars are interchangeable with standard fruit jars.

The Hydra-Gun, Jr. sprayer has a single-action pump with a spraying range to about 20 feet. Hydra-Gun, Sr. sprayer has a slide-type pump that sprays on both the in- and out-stroke and has a spraying range to about 30 feet.

Jar labels are permanently enameled and include selling points and use-and-care information. A special printed base for counter or window display is packed with each carton of two Hydra-Guns.

H. D. Hudson Manufacturing Co.
Chicago, Ill.

**UP Sales and Profits
in Tinware with
nationally advertised**

MOULI LINE

**SELL THE GRATER
Your Customers PREFER!**



World
famous

**MOULI
GRATER**

Watch your stock
Order from your jobber
today! **\$1.00**

MOULI
MANUFACTURING CORPORATION
91 BROADWAY JERSEY CITY 6, N. J.



Food Masher
(4 sizes)
\$1.49 up



Pepper
Mill
\$1.00



Nut
Cracker
\$1.00

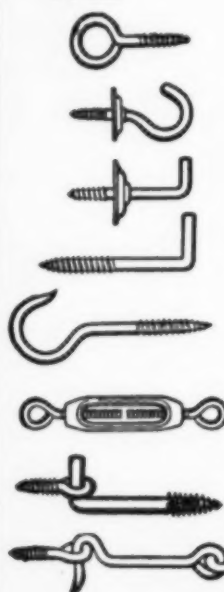


Julienne
\$2.98



Mincer
\$1.00

THE



Larson

**QUALITY LINE
of
BRIGHT WIRE
GOODS**

Larson Bright Wire Goods are packaged in extra heavy tan kraft boxes. Yellow labels with half tone illustrations are used giving complete information.

All Larson products are 100% sorted and inspected

Larson's Bright Wire Goods fit the need of every consumer.

See Your Jobber or Write to

CHAS. O. LARSON CO.
STERLING • ILLINOIS

New Plastic Matting

A new plastic ribbed floor matting, Plast-O-Mat, recently announced, is 30 inches wide, comes in 50 and 100 foot rolls, and can be displayed and sold from Warp's Plastic Window Materials Merchandiser.



According to the manufacturers, primarily it was developed to protect carpets from weather and wear; however, it has many other uses, such as shelf liner, boot mat, drip pad under car, and drain board mats. Plast-O-Mat is made of clear plastic that is said to resist oils, water, and acids, and to be easy to wipe clean.

Warp Brothers
Chicago 51, Ill.

Air Pistol Gift Set

A new Marksman Air Pistol and Holster Set to retail at \$7.45 is offered in a gift boxed unit.

This combination set includes the

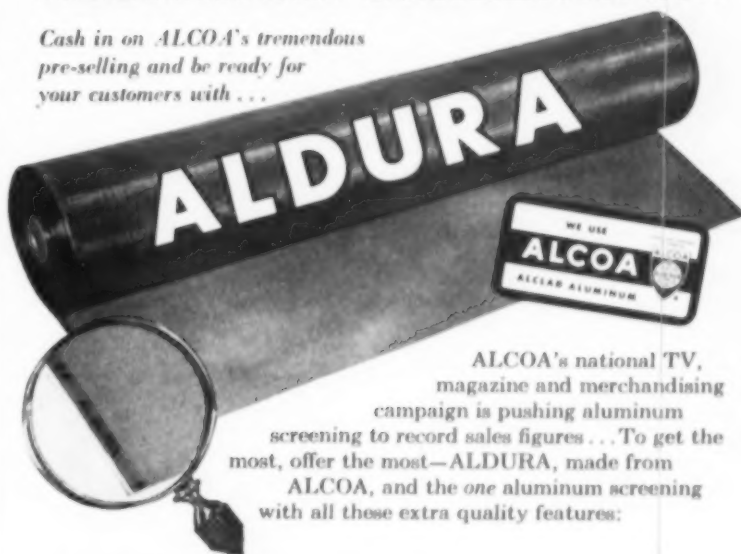


latest model Marksman Air Pistol; a specially designed genuine cowhide leather holster to fit the Marksman Air Pistol; a generous supply of BB's, pellets and darts (pistol shoots all three); Marksman skill targets and an illustrated instruction booklet.

Morton H. Harris, Inc.
2050 Westgate Ave.
Los Angeles 25, Calif.

1955 will be the biggest year ever for ALUMINUM SCREENING...

Cash in on ALCOA's tremendous
pre-selling and be ready for
your customers with ...



ALCOA's national TV, magazine and merchandising campaign is pushing aluminum screening to record sales figures ... To get the most, offer the most—ALDURA, made from ALCOA, and the one aluminum screening with all these extra quality features:

MARKED AND MEASURED ... the only marked and measured screening ... saves measuring to order, provides perpetual inventory, branded every six inches for assurance of quality.

MULTI-STRAND EDGE ... holds tighter, tacks flatter, assures additional strength.

EVEN MESH ... there is no more accurately woven screening.

LAYS FLAT WHEN UNROLLED ... for easier handling in store and on job.

AVAILABLE IN ANY WIDTH ... up to 72", 100 ft. rolls.

SPECIFY ALDURA, Alcad Aluminum Alloy that never rusts or streaks, needs no painting. Made and guaranteed by one of the oldest and largest manufacturers of insect screening.

AND you get all these extras in two other great brands:

OPAL heavily galvanized hard-drawn steel wire. Widths to 48".

LIBERTY BRONZE antique or bright finish, never rusts. Widths to 48".

NEW YORK WIRE CLOTH COMPANY

FOR FREE LITERATURE REQUEST RG—NO. 1

York, Pennsylvania

PRICE? You Get What You Pay For

QUALITY-OR-

The NEW Tufboy by Master

In addition to rugged construction and long life, features which appeal to Craftsmen, you can now offer:

- 1. WEDGE LOCK** a positive action, military type lock which will hold a measurement for extra checking, will actually prevent measurement error.
- 2. TWO SIDE OF THE BLADE PRINTING.** Here is convenience your customers will want to know about. One side of the blade is numbered from left to right, and the other side is numbered from right to left. Figures are always right side up.
- 3. DOUBLE TIP** a companion feature to the two-way printing, the double tip allows for a hook measurement using either side of the blade, working from right to left, or left to right. MASTER'S Universal Replacement Blade feature makes the TUFBOY a quality investment.

Make a point of asking for the rule line with the most exclusive quality features - MASTER.

MASTER

MASTER RULE MFG. CO. INC. Middletown, New York

WOOD AND STEEL TAPE RULES




Hacksaw Frames

Two new Star hacksaw frames introduced as being of simplified design and popularly priced are designated as No. 10 and No. 15 and will retail at \$1.89 and \$2.49 respectively. The Model 10 is fitted with a 12" Star unbreakable special flexible blade, the Model 15 with a 12" Star "Moly" high speed blade.



A cam-action lever on the bottom of the handles is said to provide a simpler mechanism for applying correct blade tension, changing blades, and readjusting the frames to fit 10" blades.

The frames themselves are a single piece of heat-treated steel to which Tenite handles are permanently and solidly molded, the manufacturers point out. Both models have a durable baked-on synthetic finish—the Model 15 a smooth gray, the Model 10 a modern gray crackle finish similar to that used on the new designs of office furniture.

Clemson Bros., Inc.
Middletown, N. Y.

Matching Bathroom Set

Five basic bathroom accessories grouped in one gift package are introduced by Autoyre. The complete set retails for about \$5.95 and includes four lustre chrome fixtures: wall soap dish, toilet tissue holder, 18" towel bar, and tumbler and toothbrush holder, plus a life-time silvered tumbler. Each of the accessories is designed in matching style and the coral and burgundy package has self-selling copy to cut sales time and costs.

The Autoyre Co.
Oakville, Conn.



There's Sales Appeal PLUS in the HI-LANDER PLUS



Because Your Customers Get Two Fine Rods In One, For the Price of One!

A 54-in. solid glass blade, an 18-in. or 24-in. Spinning handle, plus a die-cast aluminum casting handle all add up to real sales appeal. Changing the perfectly fitting handles make the Hi-Lander Plus a 6 or 6½-ft. Spinning Rod or a 5-ft. Caster. Balanced for proper snap either way.

Hi-Lander Plus, 18-in. Spinning Handle
No. 720A20 List

\$5.49

Hi-Lander Plus, 24-in. Spinning Handle
No. 721A20 List

\$5.49

Hi-Lander without Casting Handle

18-in. Spinning Handle No. 20A20 List

\$3.98

24-in. Spinning Handle No. 21A20 List

\$3.98

THE THRIFTY LINE FOR '55

has the whole trade talking.
Ask your jobber, or write

PREMAX PRODUCTS

Div. Chisholm-Ryder Co., Inc.
5535 Highland Ave., Niagara Falls, N. Y.



SIX HOT GUNS

Vital THESE SIX GUNS ARE THE BEST SELLERS TODAY!

Most caulk manufacturers carry VITAL guns and load their caulk in VITAL made cartridges. If your local caulk manufacturer does not stock the VITAL gun model you want, write us direct for folder showing our complete line. We manufacture 14 gun models and 30 different nozzles designed to fulfill every caulking need for home or professional use. There is a licensed VITAL distributor near you who can make immediate delivery.

Only VITAL manufactures a COMPLETE LINE of top grade caulking equipment.



Vital Products
MANUFACTURING CO.
7508 QUINCY AVE. • CLEVELAND 4, OHIO

DRYCRETE

DEHYDRATED READY-MIXED
CONCRETE

FOR ANY PURPOSE

Drycrete is available in 3 scientifically prepared, uniform mixes—Drycrete Concrete Mix . . . Drycrete Sand Mix . . . Drycrete Mortar Mix—to give best results for each particular job.

WEATHER PROTECTED

Drycrete is packed in multi-wall, dustproof, moisture resistant bags for full protection from cold or damp weather.



Would you like to share in the increased profits that the package concrete business is bringing to manufacturers, distributors, and dealers? Franchises and licenses for exclusive manufacture of Drycrete—as well as a few distributorships—are still open. Inquiries are invited.

Write to: General Manager, Box 631, Brewton, Ala.

DRYCRETE, INC.
BREWTON, ALABAMA



Made of hard, durable plastic in brilliant red and white finish. Just "press'n turn" for casting or still fishing. Available in the following six sizes:

A0			
A1	7/8"	A3	
A2	1 1/4"	A4	1 3/4"
	1 1/2"	A5	2"
			2 1/4"



Popular model in sturdy polystyrene. Brilliant red and white. Designed for still fishing. Easily attached to line with a "SNAP, SNAP, SNAP," without damage to line. Quickly adjusts to water depths. Pinpoint shaped for perfect balance.

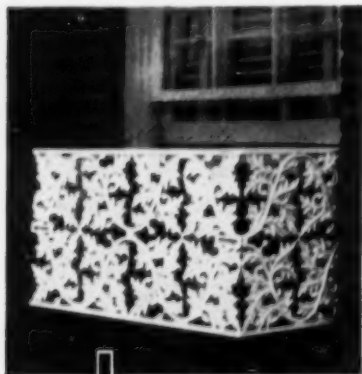


Hard plastic, perfectly balanced for spinning . . . PRESS 'N TURN . . . not necessary to fill with water for weight. Brilliant red and white.



FRABILL Manufacturing Co.
234 W. Florida St., Milwaukee 5, Wis.

Magie **TFC** **Windo-Grille**



BEAUTIFIES
WINDOWS
WITH AIR
CONDITIONERS

And TFC Windo-Grille is so versatile! Other uses include flower box, window shutters, window balcony and elsewhere.

RETAILS FOR ONLY **\$22.50**
Standard unit

(Dealer markup 66-2/3%)

- Attractive oak leaf design beautifies any window
- Made of special tough alloy aluminum to withstand any weather
- Easy to install—all bolts and screws furnished
- Finished in white enamel, ready for installation
- Adjustable to fit any window

Order from your jobber today,
or write



TENNESSEE FABRICATING COMPANY
America's Foremost Ornamental Iron Plant
1456 Grimes St., Memphis 6, Tenn.

New Power Mower

A new power mower, the "Power-Drive" Clemson, includes the following features: a Briggs & Stratton motor, 18"-wide cutting reel, independent clutches and drives for reel and wheels, push-pull handle-bar control for starting and stopping, safety mechanism which stops reel when obstacles are encountered, and protection against grass winding around axles. The mower retails for \$129.95.



One or two pulls on a recoil starter starts the motor. During motor start-up, the mower handle is stood vertically or dropped to the horizontal position. In either case, the wheel clutch is in the disengaged position and the mower cannot move. To start the mower moving, the handle is held in operating position and the operator steps forward. The mower stops when the operator stops. This handle clutch-control is said to be a desirable feature when turning corners or when trimming edges with push-pull motions. Speed is regulated by a throttle control-lever on the mower handle.

The reel clutch automatically disengages when an obstacle is encountered and must be re-engaged manually after it has been removed. The wheel clutch can be engaged while the reel is disengaged. This means that the mower can be power driven along sidewalks, etc., without the reel being in motion, the manufacturers state.

According to the manufacturers, mower design is such that grass does not wind around the reel shaft; shaft ends are completely housed so there is no moving mechanism to wind the grass.

Clemson Brothers, Inc.
Middletown, N. Y.

New Mitre Tool

Wood Mitre, a new tool designed to cut a perfect mitre every time, is announced to the trade. According to the manufacturers, the product will cut any desired angle in hard and soft wood mouldings, plastic trim, base shoe, dowels, laminated materials, rubber extrusions, leather, linoleums,

STICK WITH THE LINOLEUM PASTE THAT MEANS EXTRA PROFITS

TIGER - GRIP LINOLEUM PASTE

More spread per gallon (20 yards or more) ... smoother body ... easy to spread ... no disagreeable odor ... no presetting necessary ... never gummy or tacky.



LINOLEUM TROWEL

Spring steel, correctly serrated for proper spreading. Aluminum shank, turn-proof handle. Durable, lightweight.

CONSUMERS WATERPROOF CEMENT

Ideal companion for Tiger-Grip. Where dampness exists - sink tops, baths, laboratories, for closing seams, etc.



Order from your wholesaler.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. **HORSE COLLAR PADS**



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. **TRACTOR SEAT CUSHIONS**



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

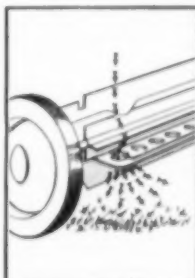
SOW MORE SALES THIS SPRING

with a Jackson 2-in-1 Spreader-Cart

Unique spreader system plus convertible feature makes 2-in-1 the home-owner's favorite!

Only a Jackson offers your customers this fool-proof spreading assembly... engineered to prevent bridging of lime and fertilizers... spreads all types of seeds in smooth, even pattern. Flip down spreader cover to convert to flat-bottomed, heavy-duty cart.

Spring will mean big sales with this popular item. Be prepared to get your share. Stock Jackson 2-in-1, sow the sales this Spring and watch those profits grow!



Garden Cart available without spreader assembly.

404



Jackson

MANUFACTURING COMPANY
HARRISBURG, PENNSYLVANIA
Oldest and largest wheelbarrow maker in America

NATIONAL GUARD Announces



new
\$9⁹⁵

SCREEN DOOR
GRILLE

**PRICED
TO SELL**

THE MASS MARKET

Three beautiful designs in white enameled steel. Adjustable to widths 24 to 32-inches . . . 60-inches high. Ready assembled and individually packed.

**HURRY! FOR COMPLETE LINE CATALOG
WRITE JOBBER OR TO US DIRECT**

NATIONAL GUARD PRODUCTS, INC.

340 Jackson Ave., Memphis, Tenn.

WEATHERSTRIPPING • ALUMINUM MOULDINGS
SCREEN DOOR GRILLES • WINDOW GUARDS

easy to
LOAD

easy to
USE

easy to
SELL!



COMBINATION Caulking Cartridges

FIT EVERY GUN!



With hole-in-top for metal nozzle guns



With plastic nozzle supplied for other guns



A plastic nozzle supplied with each cartridge of non-hardening, non-staining CALBAR Caulk makes it adaptable to every type gun on the market. Compare . . . super-elastic CALBAR Caulk is a quality product! Ask your jobber.

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Pa.



Man-o-man what a line! Clean, white and strong... displayed for real sales. And what a market—

CONSTRUCTION

Mason's Line
Chalk Line
Layout Line

FARM & GARDEN

Seed Planting
Staking
Lawn Edging
Hedge Trimming

FISHING

Hand Lines
Set Lines

Net Repairs

HOME USE

Shade Cord
Pull Cord
Parcel Post
Express
Wrapping
Heavy Tying

Ask your jobber for
KING COTTON CHALK LINE

King Cotton CORDAGE

JOHN H. GRAHAM & CO., INC.
105 DUANE STREET, NEW YORK 8, N. Y.

by removing two bolts. Blades are available at dealers for \$1.50 each.

This patented product has a double lever action that gives a 15 to one ratio. It is 10" long and weighs approximately one pound.

Wood Mitre is said to be a rugged tool, made of all aircraft quality materials, and will withstand a lifetime of service. Retail price is \$5.95.

Wood Mitre Co.
8501 Stellar Drive
Culver City, Calif.

New Fish Floats

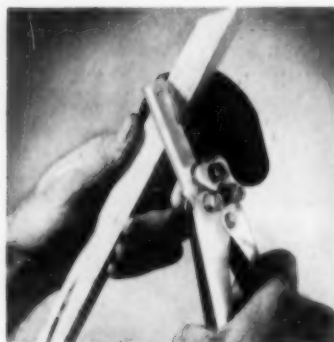
Two new fish floats recently announced are the Bob'Em 2-Way and the Spin Flote.

The Bob'Em 2-Way is designed for both casting or still fishing, just "press'n turn" for whichever is desired. The float is made of hard,



rubber tile and screen moldings.

The tool has a stainless steel handle and clip and a hollow-ground,



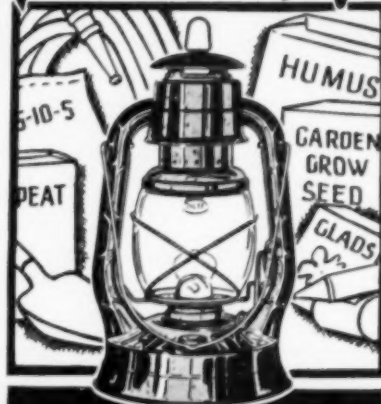
polished blade. The blade is made of finest tool steel and is interchangeable

durable plastic in red and white color. The $\frac{3}{8}$ " are packed 48 dozen to a shipping carton, and the $1\frac{1}{4}$ ", $1\frac{1}{2}$ ", $1\frac{3}{4}$ ", 2" and $2\frac{1}{4}$ " are packed 24 dozen to a shipping carton.

The Spin Flote is made for spinning or still fishing. The manufacturers point out that it is not necessary to fill with water for weight, just "press 'n turn." The Spin Flote is hard plastic and is available in red and white color. The floats are packed one dozen to an individual display carton, two dozen cartons to the shipping container.

Frabill Manufacturing Co.
234 W. Florida St.
Milwaukee 5, Wis.

✓ a hint for extra profits



Prominently Display

DIETZ LANTERNS
with your
GARDEN SUPPLIES

They'll brighten up the Springtime counter or window, and you'll be delighted with the "Self Selection" sales they'll bring.

R.E. DIETZ COMPANY
EST. SYRACUSE 1, N. Y. 1840
OUTPUT DISTRIBUTED THROUGH THE IRONING TRADE EXCLUSIVELY

Guide on Wood Screws

A new Package Stock Guide on Wood Screws, Phillips and Slotted, showing the sizes and finishes ready for shipment, is announced.

Over 300,000 gross of wood screws in package stock and 600,000,000 wood screws ready for immediate packaging from bulk stock are classified as follows: (1) Slotted steel—flat in plain, cadmium, nickel, and hot galvanized; round in plain, blued, cadmium, nickel and hot galvanized; oval in plain, cadmium, and nickel; (2) Slotted brass—flat, round and oval in plain, nickel and chrome; (3) Phillips steel—flat in plain, cadmium, nickel and hot galvanized; round and oval in plain, cadmium, and nickel; (4) Phillips brass—flat, round and oval in plain; (5) Slotted Silicon bronze—flat, round and oval in plain; and (6) Slotted Aluminum—flat, round, and oval in plain.



FREE DISPLAY RACK worth \$40.

Here's a sensational offer to **DOUBLE SCREENING SALES**

- Guaranteed Flameproof. Won't burn ever!
- Rustproof — Weatherproof
- Never Rots or Sags!
- Full 35% Profit!

SAVES TIME · SPACE · MONEY!

This free rack displays 8 sizes of Lifetime Fiberglas Screening . . . keeps it where your customers will see and buy!

- **BUILT-IN CUTTING TABLE!** Makes handling quicker, easier.
- **SELF-MEASURING!** A tape measure is packed the full length of every roll!

Order 8 rolls of fast-selling Lifetime Fiberglas Screening now!



Get your **\$40 DISPLAY RACK FREE!**
 *LIFETIME FIBERGLAS SCREENING is also available in ready-cut 'DO-IT-YOURSELF' KITS packed in portable self-service units.
 Order Through Your Jobber or



ORDER NOW! CASH IN ON SPRING!

LIFETIME FIBERGLAS SCREENING Canton, Mass.

Frame Your Profit Picture with TROJAN



Trojan Blade Assortment No. 1450

The second that word gets around among your do-it-yourself customers that you stock a full assortment of Trojan Coping and Jig Saw Blades, you can count on a new but steady profit source.

FREE with each assortment, the Silent Salesman steel cabinet, steel partitioned, labeled, holds 17 different types of blades, all separately packaged. Serves as automatic inventory check.

You can do more business with Trojan.

Manufacturers of
 World Famous
 Trojan
 Saw Blades
 and Frames.

Buy the **Parker Line**
PARKER MANUFACTURING CO.
 WORCESTER 1, MASS., U. S. A.

They're Asking For "LIGHTNING LURES"

and especially for The Lightning ATOMIC MINNOW



Costs beautifully and wiggles in a series of darting angles. Deadly to all fresh water game-fish. A must in every spin fishing box. Tested for costability, action and results.

WRITE FOR NEW CATALOG SHEET

No. 5-500 Wgt. Oz. 3/16 Finish Gold, Silver, Copper

Retail 65c

Sold Through Leading Jobbers

ACME TACKLE CO., Inc. 350 Dexter Street, Providence, R. I.



WITH **Jiffy** SAWHORSE BRACKETS

NO NAILS • NO BOLTS
NO SCREWS



ALL-WELDED CONSTRUCTION. Use any 2 x 4s for legs and crossbar... set up or knocked down instantly. Each package is a colorful counter display. 12 Sets to a carton. Dealer helps FIVE.



Nationally advertised—order from your wholesaler, or direct if he cannot supply you.

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.

Manufacturers, wholesalers, and dealers may obtain free copies of the Guide by requesting it on their official letterhead.

Southern Screw Co.
Statesville, N. C.

Fishing Catalog

A new catalog is ready for distribution to dealers and fishermen covering fishing information and announcing Ocean City-Montague's 1955 line of rods, reels, fishing line, and tackle accessories.

The 40-page catalog is printed in three colors, is well illustrated, and contains information on care of rods and reels, fishing knots, terminal tackle rigs, balanced tackle, etc.

The Montague pages feature many types of rods for all kinds of fishing

and include the new lightweight, jet-black Holloglass spinning rods for both fresh and salt water.

Six pages illustrate Ocean City's trolling, spinning, fly, baitcasting, and squidding lines made of processed Dacron, monofilament, braided nylon, and linen. Three new spinning reels are featured in Ocean City's pages and also the "Lightning" spool is featured in seven salt water reels, including three more new reels.

Ocean City Manufacturing Co.
"A" and Somerset Streets
Philadelphia 32, Pa.

HARDWARE BUSINESS TRENDS

(Continued from page 46)

crops. There was some strengthening in demand for crops, particularly foreign demand, and the volume of crop marketings in the last quarter of 1954 was about six percent smaller than a year earlier.

Grower prices of cotton in October-December 1954 averaged nearly six percent above a year earlier. Although the cotton crop was smaller, bigger stocks boosted total supplies available for the 1954-55 marketing year to 23.3 million bales, 1.1 million above the previous year.

New Increase in Consumer Credit

AN INCREASE of more than 900 million dollars in consumer credit outstanding during December brought the total outstanding to 30.1 billion dollars at the close of 1954. The gain over the year totaled nearly 600 million dollars. About half of the increase, the Department of Commerce reported, was due to a seasonal rise in charge accounts. The gain in installment credit outstanding, in part seasonal, reflected an increase of 100 million dollars for automobiles, 270 millions for other con-

CLASSIFIED

WANTED: ASSISTANT TO SALES EXECUTIVE

Permanent position being created in **SALES ENGINEERING DEPARTMENT** of well established farm equipment manufacturing firm. Man 25 to 40 years of age preferred. Agricultural background preferred; agricultural engineering training helpful. This offers an excellent future with an expanding company highly regarded in the industry for over 40 years.

LILLISTON IMPLEMENT COMPANY
P. O. Box 871
ALBANY, GEORGIA

REPRESENTATIVES WANTED WHO CALL ON RETAILERS

Top rated manufacturer of highest quality packaged underground sprinkler systems will appoint a top-notch representative in each territory. This is the most complete sprinkler line. If you call on hardware, drug, garden supply, department store, and houseware retailers, you can earn substantial commissions. Write giving complete information as to sales organization, territory, and lines carried. Replies held in confidence. Write Box 680, care of Southern Hardware, 806 Peachtree St., N.E., Atlanta 5, Georgia.

SHOWCARD WRITING KITS—For better showcards, attractive, perfect lettering on price cards, signs, strips, use The National Show Card Writer, unique stenciling kit. Anyone can use it; easy, fast, economical. Information free. Write—NASSCO, Box 5023, Industrial Station, St. Paul 4, Minn.

sumer goods, and nearly a 100 million for personal loans.

Homebuilding a Strong Support to Business

THE BUILDING of new homes and related commercial, educational and religious facilities is largely responsible for the record level of construction activity. Total expenditures for new construction in January, though down seasonally from December, were 13 percent above a year earlier.

Housing starts rose from around 1.1 million units in mid-1954 to an annual rate of nearly 1.5 million units in December and January.



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



IN THE Spinning Spotlight UMCO Bonus-Quality SPIN BOXES

This year UMCO leads the field with a faster selling value-packed line of 25 Spin and Bait Casting Tackle Boxes.

For the spin fisherman, UMCO has a selection of 10 new models with these Bonus Quality features:

Cantilevered trays with large lure compartments and new Lur-Gard tray liners. Ample storage area for tackle. Separate compartments for spin reels. • Extra spool clips inside covers. • Twin-Action Safety Catch locks. • Finger fitting plastic handles. For extreme salt water conditions, anglers may purchase UMCO Aluminum Spin Boxes with 100% copper anodized finish and hardware. Royalite Models are equipped with copper anodized exterior hardware, and may also be purchased with 100% copper anodized metal parts inside and out.

Yes, this year UMCO Bonus-Quality Spin Boxes are in the spinning spotlight. They have all the features your customers want. Why not place your initial order today.

See your jobber or write for information

**UPPER MIDWEST
MFG. COMPANY**

1717—Fourth Avenue So.
Minneapolis 4, Minn.



Model 40 Spin Box
Aluminum case with 3 cantilever trays, 45 lure compartments. Separate spin reel compartment. Clip inside cover for extra spools. Also available—Model 40-C 100% copper anodized aluminum—Model 40R with Royalite case, copper anodized aluminum exterior hardware.



Model 20 Port-A-Box
Aluminum case with removable Port-A-Tray unit which may be carried on belt, in pocket etc. Has 14 covered lure compartments. Also available—Model 20R—same as above with Royalite case. Model 10 Port-A-Tray unit may be purchased separately.



PASTE FORM—READY TO USE

A regular pipe joint compound — not a paint, putty, white lead or crayon. Lithographed cans ... no paper labels to tear or soil.

1 LB. CANS

12 in a carton

Shipping wt. 13 lbs.

5 LB. CANS

6 in. x 2 inches

Shipping wt. 33 lbs.

SEE YOUR JOBBER

JOHN SUNSHINE CHEMICAL CO., INC. • 600 606 W. LAKE ST., CHICAGO 6, ILL.



FITLER

A ROPE
FOR EVERY NEED

"WATERPROOFED" and "MILDEWPROOFED"

Manila Rope Fishing Rope
Lariat Rope Sisal Rope
Transmission Rope

For your protection when buying rope look for the Blue and Yellow Registered Trade Mark on all Fitler Brand Pure Manila Rope.



THE EDWIN H. FITLER CO.

EST. 1804

New Orleans 17, La.

Philadelphia 24, Pa.

SOLD BY DEALERS EVERYWHERE



Hanson

**Self-Seller
Drill
Cabinet**

Hanson self-seller Display Cabinet No. 157 displays high speed jobbers length drills, not the cabinet. The answer to every drill merchandising problem. Crystal clear cover highlights the drills against pastel green background.

- From any angle - Displays drills best
- Pilfer proof crystal clear cover
- Controlled inventory storage rack
- Supporting holes serve as drill gauge
- Size and price legibly marked for every size
- Quantities varied according to demand.

From your jobber or

HENRY L. HANSON CO., Worcester, Mass.

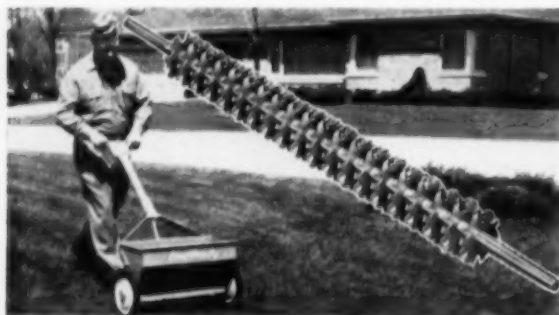


HEXAGONAL NETTING

Standard for the wire fabricating industry . . . evenly woven . . . perfectly straight selvage . . . heavily galvanized . . .

The widespread popularity of Wright Hexagonal Netting is apparent when you see the famous colored rooster label in each bale on display in countless hardware stores everywhere.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.



This Patented Cam Action Agitator takes *Lawn Beauty* out of the Ordinary Spreader Class

Tests of 55 brand name fertilizers, 10 non-brand materials and fertilizers plus seed mixtures have proven—beyond a doubt—that the hot dipped galvanized, patented cam action agitator in *Lawn Beauty*, that force feeds fertilizer, takes it out of the ordinary spreader class. This alone would be reason enough for anyone to buy a *Lawn Beauty* spreader. But the agitator is only the beginning.

Lawn Beauty has a patented control handle. Simply turn handle and fertilizer instantly starts flowing. Stops just as quickly. *Lawn Beauty* is also equipped with a patented rate control dial plus a rate chart showing rate of application for all popular types of fertilizer and seeds.

Lawn Beauty has a patented automatic removable shutter for easy cleaning. Can be cleaned quickly with a garden hose.

Compare *Lawn Beauty* with all other spreaders. We're sure you'll decide it is best for your customers' lawns and most profitable for YOU! *Lawn Beauty* is available in 18", 24", 36" Standard and 36" Professional. Complete information on all models upon request.

APPLICATION GUIDE FURNISHED WITH EACH SPREADER

55 brand name fertilizers, 10 non-brand materials and fertilizers, plus seed mixtures have been factory calibrated with *Lawn Beauty* and can be spread exactly as recommended by the manufacturer.

Manufacturers are invited to send in samples of fertilizers for calibration

Lawn Beauty

THE NAME TO REMEMBER
FOR BETTER LAWN CARE

SCHNEIDER METAL MANUFACTURING CO.

1803 SOUTH 55th Avenue

Dept. 45

Chicago 59, Ill.

Strataflo CHECK VALVES



Patented, flexible Monel Metal Poppet can't leak . . . can't stick. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes.

Write today for Bulletin 204.

Order from
your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

Decorate with

DECORITE

Aluminum Molding
for every purpose

WRITE TODAY FOR FREE CATALOG
Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

W. R. C. Smith Publishing Co.
Department SH-10
806 Peachtree St., N. E.
Atlanta 5, Georgia

☐ New
☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

P. O. Box or
Street and No. _____

City _____ State _____

Firm _____ Position _____

☐ Enclosed find \$2.00 ☐ Send bill for \$2.00

Southern Farm Equipment

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.

APRIL
1955

Contests Boost
Sales Volume 20%
Pg. 152

One Farmer
Tells Another
Just What
They Need
To Know...



"EMPIRE"

Built **TILLAGE TOOLS**
THRIVE ON WORK
Regardless of Soil Conditions...

Farmers appreciate how Tillage Tools by "EMPIRE" have less breakage, do more work, surer, faster, longer . . . because they are made of premium quality, high carbon steel and are scientifically HEAT TREATED by our exclusive Isothermal process.

To assure your customers of Sweeps, Shovels, Teeth, Hoes, Furrowers, Steels, etc. that take punishment and do a BETTER job LONGER — always sell "EMPIRE" built products. There is a pattern for every cultivating need.

IT PAYS TO SELL THE LINE
WITH READY TRADE ACCEPTANCE

Heat Treated

FOR TOUGHNESS

Tempered

FOR PERFORMANCE

THE **EMPIRE** PLOW COMPANY

"Specialists in Tillage Tools Since 1840"
CLEVELAND 27, OHIO

1840

1955



It's a Brand New Utility Tractor with 2-Row Planting and Cultivating

It's here—the new John Deere "40" Utility Two-Row, the tractor which not only incorporates all the universally accepted features of its companion model, the John Deere "40" Utility, but can also be used for planting—in two rows—corn, cotton, peanuts and similar crops.

The big "plus" advantage of the "40" Two-Row, of course, is the front-end cultivating feature which means that the operator can "keep his eye on the work" and be sure of a cleaner, speedier, thrifter cultivating job. Moreover, the "40" Utility Two-Row is a well-balanced, all-around tractor—a natural for mowing, hauling, and seedbed making, equally at home in orchards, groves, and on sloping fields. Other features include John Deere 3-Point Hitch, Dual Touch-o-matic with Load-and-Depth Control, and variable front and rear wheel spacing.

Naturally, there are certain qualities that this new tractor has in common with all John Deere equipment, including the expert craftsmanship and the consistently high quality of the materials which have gone into its construction.

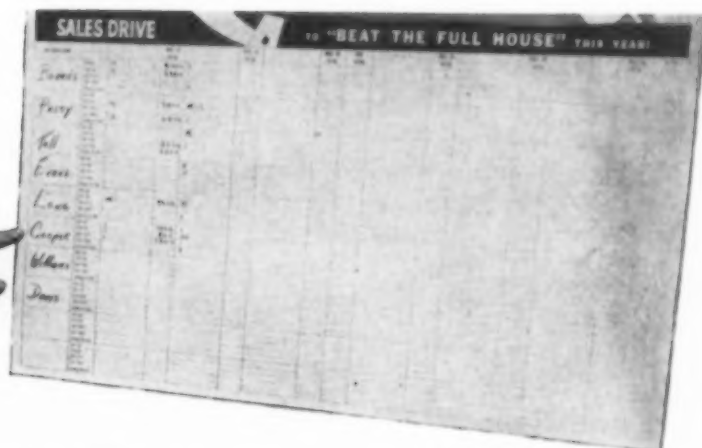


**JOHN DEERE • MOLINE
ILLINOIS**

QUALITY FARM EQUIPMENT SINCE 1837



Randolph Cooper, manager of Cavanaugh Motors tractor division, checks standing of salesmen in contest designed to increase sales of new and used tractors



Sales meetings and contests

Boost Sales 20%

A ONE-HOUR daily sales meeting has been largely responsible for a 20 percent gain in tractor sales at Cavanaugh Motors, Inc., farm equipment dealers in Salisbury, Maryland. In addition, a monthly sales contest also proved its value in keeping interest alive and in spurring salesmen to extra effort in moving new and used farm equipment, according to Randolph Cooper, manager of the tractor department.

"Our meetings, one hour every morning, have been a wonderful way of organizing the day's business and giving direction to our efforts," said Cooper. "The question that the meeting poses for everyone is—Where are we going to get today's business? It helps all of us in examining prospective business, in discovering what can be done to clinch a sale, and in working with each other cooperatively to close sales that may need just a little extra assistance. It's a daily refresher course on selling features that we may get stale on, and on new features that we may overlook in selling."

In addition to helping management keep tabs on prospective business, sales meetings brought

about discussion of individual prospects and what adjustments could be made to fill a customer's needs. As an example, Cooper mentioned a case involving the sale of a used piece of farm machinery, the particular model of which was wanted by a customer in another salesman's territory. Discussion at a sales meeting brought to light the potential sale of the used tractor, clearing the way for sale of a new one.

Sometimes price adjustments are made at a sales meeting in order to close a sale. Sometimes credit arrangements are made to meet a customer's particular situation. In all, a daily sales meeting serves to plan a salesman's day constructively so that he knows exactly what area he is going to visit and what he will have to offer.

Sometimes a salesman feels he has dealt with a customer to the limit of his ability, yet is certain that the sale could be made with the assistance of another salesman. In such cases the sales manager may accompany the salesman to the farm.

"The sales meetings are wonderful for reviewing, about once a month, the old selling features that we are overly familiar with, but which we may tend to forget or overlook in selling. It also keeps us alert on new features and developments. Our men do a better selling

job because of the meetings," Cooper emphasized.

The meetings also keep everyone up on immediate business at hand. This means that any salesman can step in and pick up where another salesman has left off. For example, a customer who is ready to close a sale may decide to come in to the store. If his salesman is out, one of the other salesmen is sufficiently informed to handle the transaction as competently as the regular salesman, Cooper explained.

A monthly sales contest also serves as an excellent means of keeping salesmen on their toes. Cash prizes and merchandise awards such as shotguns, furniture, clothes, wrist watches, etc., are given to sales leaders. The contest is based on a system in which points are given for new and used tractors sold. Recording on a bulletin board the number of points gathered by each salesman, the company allowed 1,000 points for the sale of a new tractor and 800 points for the sale of a used tractor. With each point worth one-half cent it was easy to compute the size of the award at the end of the month. The company required a minimum of eight completed sales transactions for a salesman to be eligible for a prize.

"Our salesmen average about 15 sales per man per month, and the



As a result of daily sales meetings, company's sales personnel stay fully informed of the "status" of various prospects. When this customer dropped in, Manager Cooper was completely familiar with his needs and probable buying intentions though the farmer had been served by another of the company's salesmen

majority have been getting prizes month in and month out. We estimate that prizes cost us about \$200 a month," said Cooper.

During off-season three outside salesmen call on farms within a 20-mile radius. Their procedure in "beating the bushes" is to inquire how the farmer's tractor is performing and generally whether he is satisfied with his farm machinery. Taking notes on each farm, a salesman records size of farm, type of farming done, equipment owned, and any clues to the farmer's interests or hobbies that may make a future sales approach easier. They note his conversational preferences—whether he likes hunting, fishing, dogs, and what his problems are. In a salesman's files, maintained in the office, a green tab indicates those customers considered best prospects for future sales.

"We believe in the individual demonstration. A farmer feels more free to talk over his problems when the salesman and customer are the only ones concerned with a demonstration. Also, he knows how that piece of machinery will perform on his land, what his special conditions are. A group demonstration does not do this for him," Cooper said. "We make a point of selling him and his wife

on the deal. It is important that the wife be convinced that this is the best tractor available."

Ford Names Graham to Sales Training Post

APPOINTMENT of Merrill D. Graham as sales management specialist was announced recently by O. L. Wigton, general sales manager of Ford Motor Co.'s Tractor and Implement Division.

Mr. Graham, a nationally known figure in sales training and sales management in the farm equipment field, has for the past eight years served numerous firms and trade associations as a consultant on sales and management programs and policies. A popular convention keynoter, he has appeared before more than 10,000 farm equipment dealers in all parts of the United States.

Mr. Graham served in several capacities, including retail selling manager, and city manager in Indianapolis, Indiana, with the Chevrolet Division of General Motors Corporation, Flint.

He was chief of the appeals division of the War Production Board in Detroit during World War II. He attended Michigan State College

and is a business lecturer there and at the University of Michigan.

Mr. Graham, a native of Michigan who now resides in Concord, is past president of the Concord Lions Club, general chairman of the Service Club Council of Michigan, and is a member of the Michigan Educational Association.

Mr. Wigton said Mr. Graham will advise Tractor and Implement Division regional sales managers and distributors in improving the calibre of the dealer organization and in promoting the use of sound selling techniques and management programs by the 2,700 Ford tractor and equipment dealers in the United States.

Baker Sells Assets to Allis-Chalmers

STOCKHOLDERS of the Baker Manufacturing Co., Springfield, Ill., at a meeting held February 8, approved the sale of the company's assets to the Allis-Chalmers Manufacturing Co., Milwaukee, Wis., according to W. C. Staley, Baker president.

Directors of Baker previously had approved the plan whereby all assets of Baker would be sold to Allis-Chalmers in exchange for Allis-Chalmers common stock.

W. A. Roberts, president of Allis-Chalmers, said his firm's board of directors had approved the transaction, and since the stock involved, which will be transferred to Baker, was already authorized, further action by Allis-Chalmers stockholders is not required.

Allis-Chalmers was to begin operating the Baker Manufacturing Co.'s plants April 1, 1955, with all the Baker employees, except its principal officers, continuing in their present capacities.

The Baker Co. occupies floor space in Springfield and Beardstown of more than 180,000 square feet, and employs 500 persons. In addition to its Beardstown plant, its property there consists of over 20 acres of land for future expansion. It is one of the oldest manufacturers of road building equipment in the United States, having been in business since 1908. It manufactures a complete line of bulldozers and gradebuilders, road rippers, road roters and sheep-foot tamping rollers, as well as snow plows for trucks and for tractors.

How to capitalize on the

Big Market for Water Systems

By Herbert C. Angster

Executive Secretary and Director
National Association of Domestic and Farm Pump Manufacturers



Buy your Automatic Water System NOW!

Official poster for the 1955
National Water Systems Month

EVERY ELECTRIC water system sold sets up the eventual sale of no less than 11 different plumbing-connected appliances for better living and more productive farming.

This measures the ultimate value of a water systems franchise to hardware and farm equipment dealers as a profitable volume builder.

The seventh annual National Water Systems Month in May will offer an outstanding sales opportunity to dealers who schedule a strong merchandising tie-in with the nation-wide promotion of running water under pressure for the farm and non-farm rural homeowner living beyond the water mains.

The 1955 sales goal of the manufacturers of electrically-powered water pumping equipment and co-operating suppliers of electrical power, both REA and privately-owned companies, is 1,000,000-plus systems.

The sales efforts of manufacturers are supported in every way by power suppliers, because the latter recognize water systems sales as the most direct means of building line load.

This follows, because the sale of numerous electrically-powered plumbing-connected home appliances for easier and pleasanter living cannot be made until a home has first been equipped with a

running water system.

The estimated market potential of 1,000,000-plus water systems sales in 1955 is the result of logical presumptions, based upon the figures available.

New housing starts are expected to exceed the 1,000,000 level this year. An estimated 20 percent of these homes will be built beyond the water mains, setting up the sale of 200,000 electric water systems in this category alone.

Another thing, the last census figures showed that 6½ million homes in the United States were without piped running water. A good many of these home-owners may be expected to remedy the lack during the next decade, say about 65,000 a year as a reasonable

estimate beginning in 1955.

Obsolescence is a factor that establishes the need for system replacement, creating another important sales opportunity.

Obsolescence can mean one of two things—that a piece of equipment has reached the limit of its productive usefulness, or that requirements have changed since the equipment was purchased, making it out of date and in need of replacement. Many water systems right now are in need of replacement because water needs of growing families have outpaced the original design capacity.

Perhaps 20 percent of the 1¼ million water systems sold during the period of 10 to 15 years ago

(Continued on page 183)



More water means more milk and more income. Experiments have shown that cows furnished adequate water at all times not only produce more milk but that this milk contains more income-producing butterfat



New officers of the Carolinas association are, left to right: M. G. Sandifer, Chester, S. C., president; John Tulloss, Rocky Mount, N. C., first vice-president and W. S. Jones, Spartanburg, S. C., second vice-president

Carolinas Convention

THE 20TH ANNUAL convention of the Farm Equipment Dealers Association of the Carolinas ended February 15 in an atmosphere of optimism with election of new officers.

The 450 convention delegates elected M. G. Sandifer of Chester, S. C., president; John Tulloss of Rocky Mount, N. C., first vice-president; and W. S. Jones of Spartanburg, S. C., second vice-president.

Also elected were five new directors: W. P. Neel of Kinston, N. C.; J. B. Gleaton of Lumberton, N. C.; Dan F. Ritchie of China Grove, N. C.; A. A. Smith of North Charleston, S. C.; and W. H. McElmurray of Aiken, S. C.

Carry-over directors are Guy Hobbs of Edenton, N. C.; Ralph Oxford of Burlington, N. C.; V. T. Garrison of Morganton, N. C.; E. P. T. Dozier of Mullins, S. C.; and W. Chester Beaty.

These directors represent the 10 zones encompassed by the association.

Retiring President F. K. Biggs of Lumberton, N. C., presided over sessions of the convention, which began with registration Sunday, February 13 and opened formally Monday morning, February 14.

Philip A. Brown of Massey-

Harris-Ferguson Co. set Tuesday's keynote of optimism.

"This will be a vintage year for farm equipment dealers if you all do the things you know you should do," he said.

He declared that an 8,000-mile tour of dealerships throughout the country had convinced him that farm equipment sales were breaking out of their slump of the last year and a half. November and December of 1954 indicated a definite upswing.

"The modest upturn will not be another boom period but will be a period of growth under fairly stable economic conditions," he predicted.

Because there are fewer workers on farms now than there have been at any time since 1910, Brown said today's farmer must produce more by more efficient means.

Growing population — "there were 7,000 more babies this morning than yesterday"—and no new farm lands in which to expand call for production "through science and technology."

Through machinery, Brown said farmers have increased total agricultural output in the last four decades by 75 percent on roughly the same acreage "and with 2½ million fewer farm workers."

While personal income is increasing "only modestly" among farm families, Brown declared that "disposable income" is higher than in 1953. This, he added, will provide the means for more mechanization.

Following Brown to the speaker's stand were Cy W. Radcliffe of Homedale, Iowa; L. Y. Ballentine, North Carolina Commissioner of Agriculture; Les J. Oester of Hollywood, Fla.; H. H. Boettger of Coldwater, Ohio; A. L. Barr of Kansas City, Mo.; and Charles H. Marcotte of Charlotte.

Marcotte called upon the dealers to use "flat rate" service charges as a means to boost their "service absorption." He cited instances where this method had enabled dealers to absorb their complete overhead through increased service and parts income.

Allis-Chalmers Acquires Gleaner Harvester Assets

STOCKHOLDERS of the Gleaner Harvester Corp., Independence, Mo., at a recent meeting approved the sale of the company's assets to the Allis-Chalmers Manufacturing Co., Milwaukee, Wis., according to George Reuland, Gleaner president.

Directors of Gleaner previously had approved the plan whereby all assets of Gleaner would be sold to Allis-Chalmers common stock. However, this was subject to ratification by Gleaner stockholders.

Under this plan Gleaner stockholders will receive one Allis-Chalmers common share for each three and one-half Gleaner shares now owned.

W. A. Roberts, president of Allis-Chalmers, said his firm's board of directors had approved the transaction and since the 114,286 shares of stock which will be transferred to Gleaner are authorized already, further action by Allis-Chalmers stockholders is not required.

Allis-Chalmers was to begin operating the Gleaner Harvester Corp. February 1, 1955 as a plant in the firm's tractor division with Reuland as its general manager. All other Gleaner people will continue with Allis-Chalmers in their present capacities.

The Gleaner plant consists of over 250,000 square feet of floor space and employs approximately 350 people. The entire property covers about 17 acres of land.

How IH engineers designed a more efficient, safer, completely

INDEPENDENT POWER TAKE-OFF!

The most flexible pto operation ever developed for a farm tractor is available in new McCormick® Farmall® 300 and 400 tractors, and International® W 400.

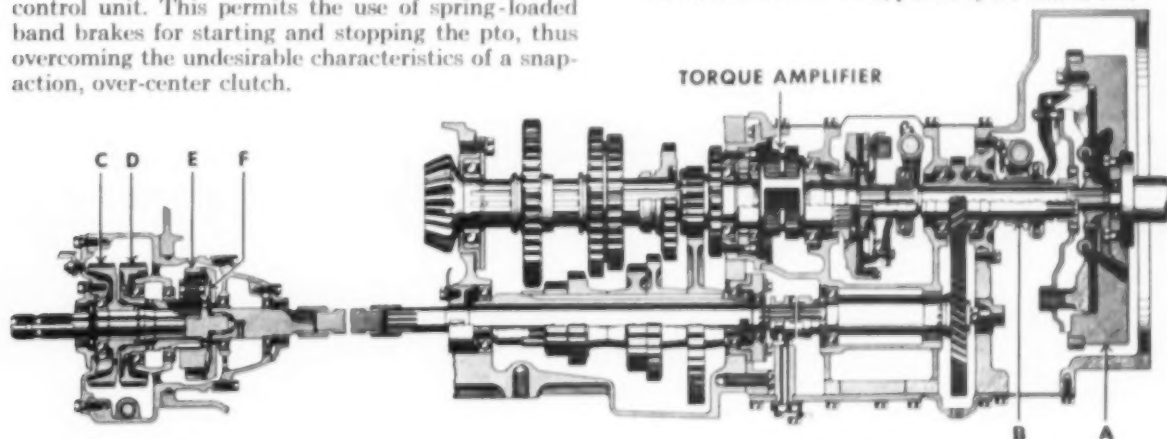
Velvet-smooth control of the *completely* independent pto supplies convenience and safety features exclusive with IH design. For example:

- Pto can be started smoothly with engine at full throttle.
- Pto can be braked to a smooth, fast stop.
- Pto is securely locked, preventing machine "creeping" when control lever is in disengaged position.
- Pto and tumbler splines can be lined up by hand, with engine stopped and pto control lever "centered."
- With Torque Amplifier drive, pto speed can be maintained uniformly while tractor speed is changed on the go to match the widest range of crop and field conditions.

To achieve these pto safety and convenience features, IH engineers developed a planetary-gear drive and control unit. This permits the use of spring-loaded band brakes for starting and stopping the pto, thus overcoming the undesirable characteristics of a snap-action, over-center clutch.



Farmall *completely* independent pto and Torque Amplifier drive team up to eliminate the investment and upkeep costs of mounted engine drives on machines such as this pto-driven big-capacity McCormick No. 55 baler, pulled by a Farmall 400.



Farmall pto is *completely* independent. The pto drive is direct from the engine flywheel (A) and clutch back plate, through hollow shaft (B) to first gear reduction, then to planetary gear reduction and control unit. When the pto shaft

is engaged, the brake band (C) on the shaft drum is released, and the brake band (D) on the sun gear drum is applied. This causes the ring gear (E) to turn the planet pinions (F) around the sun gear, driving the pto shaft.

IH engineering teamwork produced the new, *completely* independent power take-off. IH research, engineering, and manufacturing men are constantly pooling time and talent to provide equipment of improved performance, making the work easier, thereby reducing operator fatigue while boosting production.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois.

Farm Equipment Wholesalers to Meet in Chicago, April 26-29

THE FARM EQUIPMENT Wholesalers Association will conduct its spring meeting, featuring a Dating Party and two Factory Days for manufacturers of short line and specialty farm equipment, on April 26-29 at the Edgewater Beach Hotel in Chicago.

More than 250 manufacturers, represented by about 500 factory management and sales executive personnel, are expected to attend



A. D. Byerline

the Spring FEWA meeting in response to invitations extended by the wholesalers' organization, President A. D. Byerline, General Implement Distributors, Inc., Salt Lake City, Utah, stated.

The FEWA dating party, at which manufacturers are permitted to arrange a schedule of interviews for the following two factory days, will be conducted in the main ballroom of the Edgewater Beach Hotel from 4:30 to 6 p.m. on Wednesday, April 27. Factory day interviews will be conducted in wholesalers' rooms, or elsewhere by arrangement, on Thursday and Friday, April 28 and 29.

H. C. Tharpe, of Lovett & Tharpe Hardware Co., Inc., Dublin, Georgia, second vice-president of the FEWA, is program chairman for the wholesalers business meetings which begin on Tuesday, April 26, with an executive conference. Topics at this conference will be concerned with better handling of returned goods, passing allowances

to dealers where economies can be effected by drop shipments by common carrier or the distributor's own equipment; standardization of literature racks to help retailers do a better merchandising job of allied equipment; and responsibilities in dealer financing; and territory observance by distributors. This panel will be moderated by C. R. McMicken of B. Hayman Co., Inc., Los Angeles, Calif.

A Sales Managers Conference panel session on the morning of Wednesday, April 27, will be concerned with ways in which independent wholesaler distributors can give more effective assistance to retailers in the merchandising of short lines, including participation in dealer days both at wholesaler and retailer places of business. Ways to assist retail dealer associations in conducting their conventions also will be part of this panel discussion.

A conference to further develop the FEWA cooperative catalog project will be scheduled Tuesday afternoon, April 26, by the wholesalers. A standard catalog project has been initiated by the FEWA and short line and specialty suppliers are being urged to participate to reduce costs.

The Farm Equipment Wholesalers Association has 67 member firms in the United States and Canada. Members of the organization distributed an aggregate of more than \$100,000,000 worth of short line and related farm equipment at wholesale volume last year.

Organized in 1945, the FEWA conducts semi-annual meetings to which it invites 1,100 short line and specialty manufacturers to participate in contractual and other business interviews during the final three days of each meeting. Between 185 and 300 factories are registered at each of these semi-annual meetings with manufacturers in attendance averaging from 450 to 500 persons.

Robert L. Shannon, executive secretary of the FEWA, maintains offices for the organization at 1011 Lumber Exchange, Minneapolis 1, Minnesota.

Plans Set for Spring Meeting of Allied Farm Equipment Manufacturers

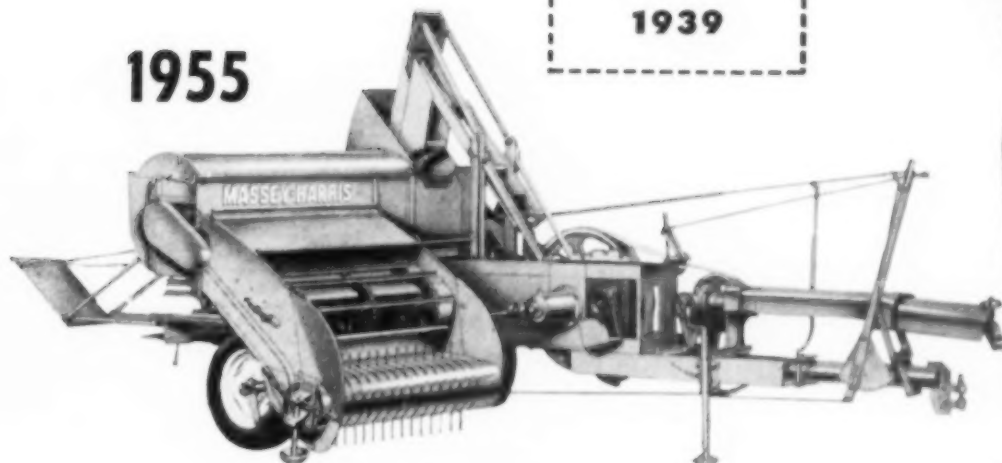
MEN, METHODS AND MARKETING will be the theme for the spring meeting of the Allied Farm Equipment Manufacturers Association to be held April 25 through 27, 1955 at the Edgewater Beach Hotel in Chicago, Illinois.

At the meeting of the program committee on February 16, 1955, full plans were made for one of the finest series of meetings ever scheduled for the association. W. A. Matheson, president of the Portable Elevator Manufacturing Co. in Bloomington, Illinois, is chairman of the committee. Other members are Robert J. Buzenberg, Viking Manufacturing Co., Manhattan, Kansas; Rockwood Hinchliff, Hanson Chemical Equipment Co., Beloit, Wisconsin and Leland Wyse, King-Wyse, Inc., Archbold, Ohio.

AFEMA President Lorin J. Badkey, L.M.L. Engineering and

Manufacturing Company, Columbia City, Indiana, announced a comprehensive schedule of product group meetings, similar to those which have attracted enthusiastic attendance at previous meetings of the association. The following groups of manufacturers will have formal round-table discussions at the spring meeting: haying and harvesting equipment; elevators; sprayers and dusters; tillage tools; tractor mounted loaders; and irrigation equipment. An increased interest in the development of new products will be emphasized at the product group meetings.

On Monday, April 25, 1955, the board of directors will hold an all day meeting to discuss policy matters. The product group meetings will be held both morning and afternoon on Tuesday, April 26, 1955. The general sessions will be held on Wednesday, April 27, 1955, fol-



1955



1939



Sales come faster with a *Research-Minded* leader

RESearch at Massey-Harris is more than superficial checking.

It extends to the very core of every machine . . . it probes into the "heart" of the metals from which it is made — it predicts the value of individual assemblies that make up complete units — it assures top performance under all conditions.

The complete and unbiased answers research gives to design engineers and production men is one reason Massey-Harris products are more dependable, why they last longer, cost less to operate. Research makes sure the product is "right" and that it has the sales appeal and advantages that make your job easier.

This policy of looking into every factor concerning performance has played a vital roll in the rapid growth and expansion of Massey-Harris.

It has meant greater product acceptance — a continuing parade of new and better-built farm equipment with the features farmers know about and ask for.

As a result, Massey-Harris dealers find themselves in a stronger competitive position . . . with a future that promises even

more security because they're teamed with a steadily growing manufacturing partner.

More and more dealers find it pays to team up with Massey-Harris — to grow and expand with them. For complete information on dealerships, write the Massey-Harris branch nearest you. There may be an opening in your area now.

MASSEY-HARRIS

Quality Avenue, Racine, Wisconsin

BRANCHES AT

Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Oklahoma City, Okla.; Omaha, Neb.; Portville, Idaho; Portland, Ore.; Racine, Wis.; Springfield, Ill.; Stockton, Cal. Sub-branches: Amarillo, Texas; Enid, Okla.; Harrisburg, Pa.; Los Angeles, Cal.; St. Louis, Mo.; Wichita, Kan.



Tractors in 46 models,
4 power sizes



Implements for every
farm job — mounted
and pull-type

KEEP YOUR
EYE ON

Massey-Harris

Combines for every
crop, farm, purpose



P.T.O. and
Engine-driven Balers



Mounted, Self-Propelled
and Pull-behind
Corn Pickers

You're Selling Better Hay-Making with these **NEW IDEAS!**

The 30-A mower can
be used with any
make of tractor.
Quickest on and off.



The 41 mower can be operated from power take-off of 65 tractor models.



New Idea high and low wheel rakes can be used for tedding.

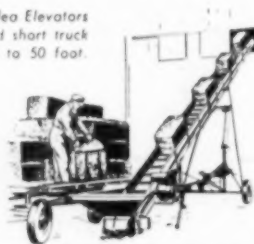
Yes, better—and faster too—Here's WHY—

New Idea mowers and rakes are designed for use with a wide variety of tractors making it unnecessary for your customer to make expensive change-overs when switching from one tractor to another. Two model mowers, one of trailing type and one semi-mounted, give a wide choice—help you make sales faster.

Two rake models, one of high wheel and one of low wheel design—both designed for conversion to tedding—will handle the raking requirements of everyone on your prospect list.

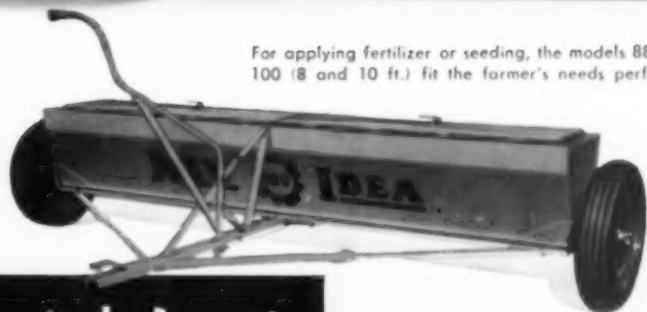
And remember . . . all New Idea Hay Tools have proven, in field usage, to be better HAY MAKERS . . . that's why you are finding more and more of them in the hay fields each year.

New Idea Elevators
Long and short truck
models from 26 to 50 feet.



Low wheel rake—
today's most modern.

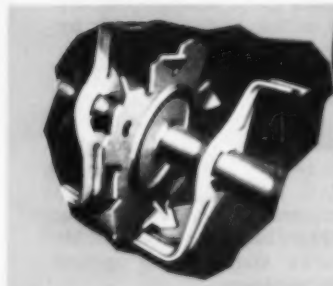
For applying fertilizer or seeding, the models 88 and 100 (8 and 10 ft.) fit the farmer's needs perfectly.



Amazingly Accurate New Idea Fertilizer Spreaders



POSITIVE CONTROL OF FEED is easily adjusted on the positive control dial. It can be set for the kind as well as amount of fertilizer desired.



Patented agitator grinds, levels and forces all material out part openings throughout the entire width of the hopper. Eliminates part clogging.



Model 50-50-A rear mounted units (side dressing or band) for Ford and Ferguson tractors.

Model 100-50 for small farms and hard to get into places.



The Model 120 has full 12 ft. spreading width and is capable of spreading up to 120 acres per day.

Guaranteed* Performance

helps you sell these
fine spreaders

No matter what condition the fertilizer is in—no matter what kind it is, the New Idea fertilizer spreader spreads the amount called for by the dial setting. From a full hopper to an empty one, the patented cam agitator gives the same even distribution . . . there's no skipping, no uneven spreading. It's this action that guarantees the farmer bigger and better yields . . . helps him realize full profits from his fertilizer. Hopper sets on a rigid, double angle frame to prevent sagging or warping. Weight is carried on stub axle shafts to keep hopper and agitators in proper alignment. For quicker turnover and easier sales, keep a New Idea fertilizer spreader on your show room floor . . . an easy demonstration clinches many a sale.

***GUARANTEE OF PERFORMANCE.** New Idea will spread ANY fertilizer, in ANY condition, in ANY amount . . . uniformly and accurately . . . without clogging . . . or money back.
*10 to 5,000 lbs. per acre.

NEW IDEA
FARM EQUIPMENT COMPANY

agricultural magazines.

AVCO
Division of
COLDWATER, OHIO, U. S. A.

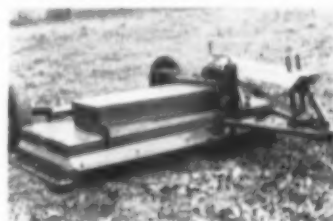
lowed by a host party in the evening when the manufacturers will entertain the members of the Farm Equipment Wholesalers Association.

One of the many highlights of the spring convention will be a sales clinic, at which a prominent speaker from industry will keynote the session.

Managing Director Minita Westcott stated that early reservations indicate a heavy registration for this spring meeting, and provision has been made to accommodate the largest number of manufacturers ever to attend an AFEMA meeting.

Wood Mower-Shredder Designed for Orchards

WOOD BROTHERS Manufacturing Co., Oregon, Ill., introduces the new Model 080 Rotary Mower-Shredder as an off-set version of the standard 80" machine. It is designed for use in orchards and groves to mow the cover crops and shred prunings, as being off-set and low it can get close to the trees and under branches too low for the tractor.



The manufacturers point out that shredding the prunings not only returns the nutrients to the soil in a fertilizing mulch but it also conserves moisture around the trees and eliminates the troublesome and costly task of brush disposal.

The Model 080 shreds an 80" swath and weighs 960 pounds. The power requirement is from 20 to 35 h.p. It has malleable castings, 50 h.p. Wood Brothers Universal Joints, and a V-belt drive which absorbs the shock when solid objects are struck. The range of height adjustment is 14 inches and can be accomplished by crank or remote cylinder. The blades are said to be completely shielded for safety.

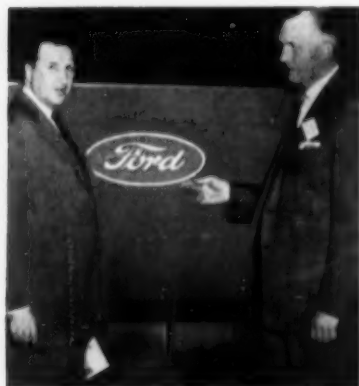
The company makes 12 other models of rotary mower-shredders in cutting widths from 42" to 114".



Ford Announces New Lightweight Combine

FORD MOTOR CO., Birmingham, Mich., announces production of four models of a new lightweight, six-foot combine, designed to harvest most of the more than 100 combinable crops in the United States.

The new machines, according to O. L. Wigton, general sales manager of the Tractor and Implement Division, will bear the "Ford" name. They are being manufac-



Henry Ford II, president, Ford Motor Co., left, and Irving A. Duffy, vice-president and general manager of the Tractor and Implement Division, view Ford name-plate on new combine

tured at Ford's subsidiary, Wood Bros., Inc., Des Moines, Iowa. Shipments are now being made to Ford tractor and equipment dealers for the 1955 harvest.

The Ford combine is available

for power take-off or auxiliary four-cylinder engine operation in either grain tank or bagger types, four models in all. PTO machines weigh only 2,670 pounds and engine models only 2,975 pounds, Wigton stated.

Wigton pointed out that the lighter Ford combines have a great advantage over the heavier machines in harvesting in wet and spongy soils and also on hilly and uneven areas.

Ease of operation is a major feature of the new Ford combine, he states. Cutting height control, reel height control, engine clutch or PTO gear box control, all are within easy reach of the tractor operator.

Cylinder speed is fully adjustable with a single knob speed changer through the full range of cylinder speeds, from 424 to 1,510 RPM. It is not necessary to stop the combine to change speeds. The 16" cylinder is only 48" long, providing better threshing action in light crops with less seed damage, according to the manufacturer.

Low growing and crops that are "down" are said to be handled easily with the Ford combine because of its ability to cut within 1½ inches of the ground. For high crops the cutterbar is adjustable to 36 inches above the ground. A 6" header float and a smooth bottom under the cutterbar permit the header to ride easily over rough surfaces. The reel, using from two to six bats for best feeding of all crops, has a height range of from one to 17 inches above the cutterbar to effectively handle all types of crops and conditions, and is ground driven for better feeding

and less shattering. The height of the reel may be changed from the tractor seat to best fit crop conditions.

The header slope is said to be extremely gentle so the crop moves evenly without bunching. The large diameter cylinder is designed to handle large quantities without slugging.

Separating is handled by four straw walkers with individual return pans. This is the most efficient type of straw rack in use, Wigton states, handling large amounts of straw without bunching while saving seed or grain. Straw walker heads provide 80 percent of grain separation before the crop even reaches the straw walker decks. The heads do away with the beater found in most combines and actually do a better job of taking material away from the cylinder, plus the advantage of no danger of wrapping, according to Wigton.

Grain is cleaned in the new combine by an adjustable chaffer with wire rod tail rake. The cleaning shoe has an adjustable sieve and wind is supplied by an under-shot, four-bladed fan with wind volume controlled by a single lever. Clean grain and tailings are returned on top of the cylinder by an auger-fed chain and flight.

Grain tank capacity on the new combine is 23 bushels. Grain tank models are equipped with a belt-driven, auger type unloader driven from the engine drive shaft or the PTO shaft. Bagger models have two position outlets for filling sacks. The bagger chute holds three sacks and can be opened from the platform.

Overall length of the new Ford combine is 20' 6"; overall width is 9' 8", and overall height is 115". Engine models are equipped with 21 h.p. Wisconsin VF4 power plants.

Allis-Chalmers Buys Mt. Hawley Mfg. Co.

ALLIS-CHALMERS Manufacturing Co., Milwaukee, has purchased the inventory and small tools of the agricultural division of the Mt. Hawley Mfg. Co., Peoria, Ill., and will transfer production to the newly acquired Independence, Mo., Works.

The principal agricultural product involved is an all-purpose elevator made in various lengths for ear and shelled corn, small grains, ensilage, or baled hay.

You
build customers
11 ways
with **BUTLER**
farm equipment



Butler grain augers sell well wherever grain is grown. Full selection of sizes and types.



Butler grain bins—America's fastest selling line . . . and Force-Aire drying equipment make you headquarters for grain storage equipment.



Stor-Safe corn cribs, the new Butler cribs, give you added sales and profits from corn growers.



Butler portable aluminum elevator is rugged, yet so light it can be carried by one man.



Butler "Big Ham" automatic hog feeder. Established reputation, a fast seller.



New Butler creep feeder has features that sell on sight—builds volume.



Butler hand auger—successor to the shovel for big-volume grain handling. Powered by any $\frac{1}{2}$ " electric drill.



Ice-Go stock tank heater builds winter volume with self-selling display.



Butler stock tanks. Popular, fast-selling, nationally advertised. Available in sizes and types your customers demand.



New Butler electric heated stock watering unit has strong summer and winter sales appeal.

Be a BUTLER Blue Ribbon dealer . . . get all this

- You get all eleven BUTLER Blue Ribbon products from one convenient source.
- You get the benefit of the exclusive BUTLER Blue Ribbon franchise in your territory.
- Your BUTLER products are pre-sold with national and state farm paper advertising.
- You get complete merchandising and sales promotion material for use in your store.

Start on the 11-way profit plan with BUTLER today. There are a few open territories left . . . Get complete facts on how you can become a BUTLER Blue Ribbon dealer by mailing the coupon at right today.



Manufacturers of Oil Equipment
Steel Buildings • Farm Equipment
Cleaners Equipment • Special Products
Factories in Kansas City, Mo. • Minneapolis, Minn.
Galesburg, Ill. • Richmond, Calif.
Birmingham, Ala. • Houston, Texas

For prompt reply, address office nearest you:

BUTLER MANUFACTURING COMPANY
7304 East 13th Street, Kansas City 26, Missouri
929 Avenue W, Ensley, Birmingham 8, Alabama

I'm interested in the new sales opportunities a Butler Blue-Ribbon franchise offers.

Name _____

Business _____

Address _____

Town _____ County _____ State _____

New Holland Dealers Urged to Promote Grassland Idea

GRASSLAND FARMING is just beginning as a modern, profitable way of agriculture, according to three top farm advisors.

This is the opinion of True Morse, under secretary of agriculture; Roy Battles, deputy master of the National Grange and Paul Mulliken, executive director of the National Farm Equipment Retailing Association.

In a motion picture specially prepared for the annual sales conference held in Atlanta, Ga., February 25, for New Holland dealers, True Morse said: "Our folks believe as much as 25 per cent more land can profitably be planted to grass. Ahead of us are major improvements in grassland techniques. That means more profitable farming."

Roy Battles said, "We look at grassland farming as a way of cutting down on feed costs . . . through grassland farming we can cut down on our feed bills and on our labor bills."

Paul Mulliken told the dealer, "Grassland farming enables a dealer to help promote a new trend in farming which everyone knows is good for the farmer."

In the motion picture George C. Delp, president of New Holland Machine Co., told of the development of grassland machinery since his company produced the world's first automatic baler in 1940. He said the company was marking a dual anniversary this year—the 15th year of automatic baling and the 60th year New Holland has been serving farmers.

Dealers attending the conference were also shown New Holland's line of new and improved products. Included were a new high capacity



New Holland's combination spreader-forage box takes on another job. The Model 300, 130-bushel spreader can be equipped with extension sides to make a 3½ ton forage box. Now available is this attachment to make the machine an automatic unloader for bunk feeding. Flow of chopped material can be controlled from the tractor seat.

power take-off baler, the Super 77 PTO, capable of baling up to 12 tons an hour; a bunk-feeding attachment for New Holland's combination spreader-forage box; a new jack for the Rolabar rake and a five-ton wagon.

In charge of the meeting was R. S. Winstead from New Holland's regional sales office at Charlotte, N. C.

Oliver Introduces Super 99 GM Diesel Tractor

NOW ON THE market is the Oliver Super 99 GM Diesel, the sixth in a series of new tractors introduced by The Oliver Corp., Chicago, Ill., during the past six months.

This new Super 99 GM diesel is announced as the power leader of the Oliver farm fleet and is classed as a 5-6 plow tractor. According to corrected ratings observed during manufacturer's tests, it develops 72 horsepower on the drawbar, 80 horsepower on the belt.

In addition to being entirely new in design, the Oliver Super 99 GM diesel is powered by an engine different in principle from those in wheel tractors currently produced, according to the manufacturers. They point out that offered for the first time in a factory-built farm wheel tractor is a widely-known, two-cycle General Motors diesel engine, a type presently used in more than 750 different kinds of power applications. It is also a 100 percent diesel and is said to start quickly on diesel fuel alone. No auxiliary engine or special fuel is needed.

The two-cycle principle provides an exceptionally smooth flow of power, the manufacturers state, since every down stroke of every piston is a power stroke. The engine is designed to respond instantly and will not slow down under sudden load changes.

Other advancements in the Oliver Super 99 GM diesel include a six-forward-speed transmission, a flat operator's platform with an abundance of room, rubber spring seat, double-disc differential brakes, and a recirculating ball-type steering gear to help make this big farm tractor as easy to handle as a one-plow model.



Get Prompt Shipment on Yardley Plastic Pipe from 7 points!

Three Yardley manufacturing plants and four completely-stocked warehouses enable Yardley to assure immediate delivery of all sizes of ClearStream Pipe and Fittings to any point in the nation.



... and 7 points of superiority

COMPLETE LINE—Yardley makes plastic pipe and fittings in all sizes for farm and industrial uses including Twin-du-it for jets and Sub-du-it for submersibles.

GUARANTEED QUALITY—100% pure Polyethylene processed to the most rigid wall-thickness standards, resulting from five years of research.

LEADERSHIP—Yardley is one of the oldest and best-known names in the industry—has pioneered in improving both the product and its applications.

PRESSURATED—No guess work. You sell the *right* pipe, the *safe* pipe, every time—75 lbs. for farm water lines—100 lbs. or 125 lbs. for city water lines, golf courses and cemetery sprinkler systems.

PACKAGED—100-ft. coils of the sizes in biggest demand come packed in stout, corrugated boxes for easy handling and over-the-counter sales. Unboxed longer coils also available.

PROTECTED—The name, size and PressuRating is stamped on every section. Plainly marked every 10 feet for easy measuring.

PRE-SOLD—Your customers prefer Yardley ClearStream because of news articles and consistent advertising in scores of leading farm and other magazines.



YARDLEY PLASTICS COMPANY

In Canada: Daymnd Co., Ltd., Chatham, Ont.

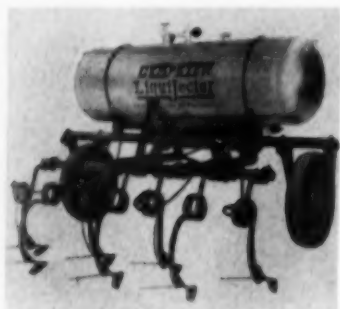
142 PARSONS AVENUE, COLUMBUS 15, OHIO

Export Sales: F. and J. Meyer, 115 Broad St., New York 4, U.S.A.

Dempster Mill Develops New Carrier-Applicator

DEMPSTER MILL Manufacturing Co., Beatrice, Neb., introduces a combination three-point hitch hydraulic lift tool carrier which is said to permit combining liquid fertilizer applications with any one of many other operations. By either attaching Dempster-designed tools to the rear tool bar or adding almost any standard three-point hitch tool, the new Dempster combination carrier enables the owner to plow, seed, plant or cultivate at the same time he applies the anhydrous ammonia or solutions, the manufacturers point out.

The new Dempster carrier, equipped with a hydraulic cylinder is said to be sturdy enough to carry both a 150 gallon anhydrous ammonia or solutions tank and the attachment tool. In the accompanying photograph, the combination three-point hitch tool carrier



and liquid fertilizer applicator is equipped with double coil spring shank attachment for fertilizing and tilling in one operation. The units can be spaced on the square bar for desired row widths.

In operation the lift raises only the tool and the applicators for turning or travel. The carrier is of compact design with heavy welded frame structure and tank support. The tank is so positioned that it is directly over the carrier wheels for perfect balance, the manufacturers state. Rear end of the frame is supported by a 2 1/4" high carbon steel square bar. The wheels, mounted on this bar, are adjustable for setting from 48" to 80". The top link of the three-point hitch is adjustable to give the tools more or less suction as desired.

The carrier is designed for 27" clearance. This high clearance, combined with the advantage of the adjustable wheels is said to make it suitable for side dressing row crops.



MM Announces New Diesel Tractor

MINNEAPOLIS-MOLINE announces that its most powerful diesel tractor, designated the GBD, is now rolling off the assembly lines at Minneapolis, Miss.

With 64 belt h.p. and 56 drawbar h.p., the new six-cylinder diesel GBD incorporates the latest advances in farm tractor design for power, durability, and comfort, the manufacturers state. These include: full crown fenders to provide more safety for the operator; heavier crankshaft and connecting rods of drop-forged, heat-treated steel and larger precision bearings to accommodate the greater power; compression is 15 to 1; bore is 4 1/4" and stroke is 5". Piston displacement is 425.5 cubic inches.

The MM Lanova combustion system is said to utilize the maximum of potential energy in diesel fuel for "more miles per gallon" by a "controlled rotary turbulence." Cleaner exhaust; more efficient application of power to piston; reduced peaks of pressure; lower piston temperatures; self-cleaning, single-hole, pintle-type injector nozzle; easy starting; low maintenance costs; and simplicity with reliability are described by the manufacturers as other advantages of the MM system. Three-stage fuel filters and full-flow oil filters are designed to insure clean, care-free operation and long engine life.

Cold weather starting aids are

available.

Front wheel tread is 54 1/4" and rear wheel tread is 66" center to center. Dirt-proofed tapered roller bearings on the front wheels, and the Ross cam and lever steering gear make for easy steering.

The GBD has an over-center hand clutch which is said to be a safety feature. Transmission and final drive gears are of heat-treated alloy steel running in a sealed bath of oil. Drawbar work is simplified by the roller-supported drawbar, which swings in a 25" arc.

Brakes are 2-plate, disc-type, mounted on the differential counter-shaft. Sealed-beam headlights with a "split-beam" pattern give the most effective light on the working area of the tractor.

Live-power takeoff is available on the GBD tractor. The belt pulley will drive a 7-inch belt at a speed of 3,110 feet per minute, according to the manufacturers. The drive is manually clutched.

The new MM GBD has the MM Uni-Matic system of hydraulic control, with the pump operating directly from the engine.

MM's "original" safety-lock on the hydraulic double-acting jack is termed "an unparalleled safety feature." It is said to prevent excessive pressures and surges on hoses and other parts of the hydraulic system and to prevent accidents from the dropping of implements whenever the engine is stopped.



IN THE MONEY MONTH OF MAY
GOULDS PROMOTIONS REALLY PAY



This is National Water Systems Month

feature GOULDS PUMPS FOR MAY—NATIONAL WATER SYSTEMS MONTH!

During May Water Systems Month . . . or any month . . . you can't miss making plenty of profits when you feature and promote the complete line of Goulds Water Systems!

GOULDS GIVES YOU MORE TO SELL! In the big Goulds line you'll find pumps designed to fit every possible running water requirement . . . all easy to install . . . and all packed with easily demonstrated features that say "buy me" to every customer!

GOULDS GIVES YOU MORE TO SELL WITH! If you haven't already received it, write for your **FREE** Goulds Water Systems Month Promotion Package. It contains the complete "makin's" of a bang-up promotion for National Water Systems Month. Wall banner, streamers — everything you'll need to set up effective "stopper windows" or inside store displays. Plan your Water Systems Month Promotion **NOW** — write for your **FREE** sales "ammunition" today!

GOULDS PUMPS, Inc. Dept. 5H-45 SENECA FALLS, N.Y.



Fig. 3680
Balanced Flow
Jet

The famous tankless pump with automatic, self-adjusting capacity. For shallow wells, capacities up to 520 G.P.H.



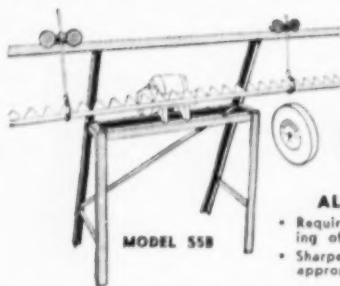
Fig. 3658
Deep Well Jet

Packaged system for deep wells down to 150 ft. Outstanding Goulds Jet-O-Matic features at a surprisingly low price!

GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED

New! WISSOTA

SHARPENERS FOR FARM AND FARM SERVICE SHOP!



Faster, Safer, More
Accurate Grinding
Of Sickle Sections

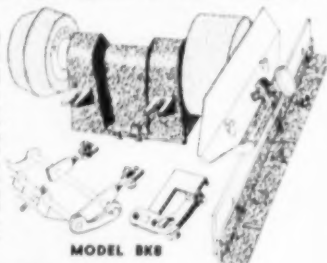
PRICE IS LOW!

ALL NEW MODEL 55B

- Requires no clamping or reclamping of each section.
- Sharpens a 7 foot section safely in approximately 5 minutes.

Section Bar is not rigidly clamped down and free movement allows operator to give feather-light pressure to any edges needing special attention. Sensitive control avoids heat producing friction and is safer for thin, highly tempered sections. Sickle Grinding Attachment (SHY) is also sold separately—fits all belt-driven grinders.

Forage Harvester Blades as well as Mowing Machine Sections, Ensilage and Baler Knives, Axes, Shovels, Picks and All Small Tools are safely sharpened on the new Model BKB . . . Also includes Sickle Cone and Holder. The Harvester and Ensilage Knife Grinding Attachment Model KBA is also sold separately—includes Cup Wheel—Knife Holder and Guide Rails . . . Will fit on 55B frame and may be used with any conventional bench mounted grinder.

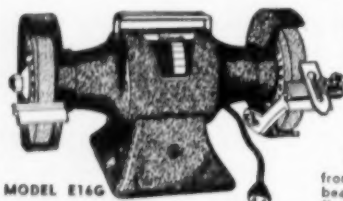


MODEL BKB

NEW!

ELECTRIC TOOL GRINDER

- Heavy Duty 1/4 H.P. Motor.
- Small 4 5/8" Diameter Motor.



MODEL E16G

are safer for good tools and the operator. Chisel grinding attachment is regular equipment.

Wheels project beyond motor body to allow easy access to front of grinding wheels. Ball bearing construction. Fully vitrified, tested, full 3 1/4" wide wheels.

A FULL LINE OF BELT DRIVEN SICKLE AND TOOL GRINDERS!



Backed By The Most Years' Experience in the Design and Manufacture of Tool Grinders!

Your most exacting customers will find a Wissota Electric or Belt Driven Grinder to meet his needs.

Light and heavy duty models, with wheel sizes from 4" x 1" to 10" x 1 1/2".

A COMPLETE LINE OF FULLY VITRIFIED ABRASIVE WHEELS AND SICKLE CONES MADE IN OUR MODERN WHEEL PLANT!

MADE IN OUR OWN PLANT!



Wissota Wheels and Sickle Cones are made of the best, sharp abrasive grains fully vitrified in high temperature kilns, accurately dressed and carefully tested. Don't spoil customers tools on poor grade grinding wheels. Give them the finest and newest in tool grinder developments.

**ASK YOUR
JOBBER**
or write today for
descriptive folder

BEST IN QUALITY

WISSOTA MANUFACTURING

MINNEAPOLIS 4, MINNESOTA

LOOK SOUTH...

Cash Farm Incomes for South and Southwest

Continue at Phenomenally High Levels

The South is still primarily an agricultural area, notwithstanding its rapid industrial development in recent years. A little more than half its population is rural. Its economic well-being is largely dependent on the prosperity of the farmers.

While there was a slight decline in the general price level of farm products in the early months of last year, the change was almost negligible in comparison with the phenomenal increase which has taken place in the last decade.

During the last U. S. Business Census period the number of Southern and Southwestern farm equipment dealers increased 111.6%. The rest of the country gained 58.3%.

The total circulation of *Southern Farm Equipment* is 16,000 and reaches more than twice as many farm equipment outlets in the South and Southwest as any other publication. For this big, heavy-buying market, here is the readership you need . . .

SOUTHERN FARM EQUIPMENT Section of SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta, Georgia

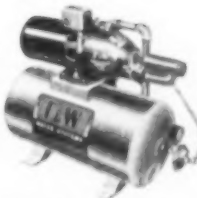
**DOWN
TO
25 FT.**



F & W Multi-Stage Centrifugal—2, 3, or 4 Stages. $\frac{1}{2}$ H.P. Motors. 2100/2200 G.P.H. to 10 ft. to 20 P.S.I.



F & W "VARIJET"—40-70% more water, yet cuts current used. $\frac{1}{2}$ H.P. Motors. 720/1800 G.P.H. to 10 ft. to 20 P.S.I.



F & W "Multi-Purpose" Jet—Easily changed to deep well use. $\frac{1}{2}$ H.P. Motors. 1 or 2 stages. Pressures to 100 lbs.; Maximum capacity 950 G.P.H.



F & W Piston Pump for 25 ft. depth. $\frac{1}{2}$ H.P. Motors, single or twin cylinders. Capacities to 450 G.P.H.

**TO
100
FT.**



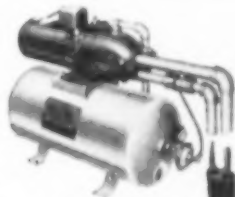
F & W Centrifugal Jet—Single stage. $\frac{1}{2}$ H.P. Motors, maximum capacity 900 G.P.H.



F & W Centrifugal Single Stage Jet with patented F & W Automatic Control Valve & Speedchange Rotary Seal.



F & W Economy "Multi-Purpose" Jet. $\frac{1}{2}$ H.P. Motor. 350 G.P.H. to 15 ft. & 20 P.S.I. Easily changed to deep well.

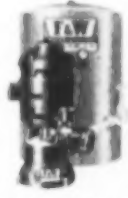


F & W "Multi-Purpose" Jet as deep well pump. Remove jet and install at proper depth in well. No extra parts to buy.

**TO
150
FT.**



F & W Multi-Stage Jet—2 stage. $\frac{1}{2}$ H.P. Motor. Maximum capacity 295 G.P.H. Control Valve, Speedchange Seal, Air Injector.



F & W Multi-Stage Jet—2 and 3 stage. 2.5 H.P. Motors, maximum capacity 3900 G.P.H. Exclusive F & W features.

**TO
200
FT.**



F & W Multi-Stage Jet—3 stage. 1.7 H.P. Motors. 1430 G.P.H. Control Valve, Speedchange Seal, Air Injector.

**TO
250
FT.**



F & W Multi-Stage Jet—4 stage. 1.7 H.P. Motors. 980 G.P.H. high pressure. Exclusive F & W features.

**TO
660
FT.**



F & W 8" & 12" Stroke Piston Pumps. 1.5 H.P. Motors. Maximum capacity 1700 G.P.H. with 12" stroke.

F&W WATER SYSTEMS

Performance-Proved Since 1866

... GIVE YOU EVERYTHING

PUMPS FOR EVERY NEED—Only a few of available models shown here. Send for complete catalog.

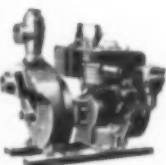
IMPORTANT FEATURES THAT REALLY SELL! Patented VARIJET, Automatic Control Valve, Speedchange Rotary Seal and many others.

ADVERTISING to sell farm, suburban and builder prospects.

LIBERAL PROFIT

SATISFIED CUSTOMERS Since 1866

Branch Warehouses and Offices in Albany, New York; Orlando, Fla.; Shreveport, La.; Cedar Rapids, Iowa; Charlotte, N. C.



F & W Centrifugal Contractor's Pump—Single stage. 2 H.P. gas engine rating. Capacities to 90 G.P.H. at 25 ft. head and 9000 G.P.M. For general drainage, and filling operations. Easily portable.

F & W Submergible Multi-Stage Pump—1.5 H.P. Motors. Capacities to 1000 G.P.H. Depths to 1,000 ft. Simple, easy to install, self lubricating. Automatic.



F & W 6" Stroke Piston Pump—1 H.P. motors, depths to 120 feet, maximum capacity 480 G.P.H.

F & W Multi-Use Centrifugal Pumps—One and two stage. Capacities to 155 G.P.H. Pressures to 80 lbs. 1/2 H.P. Motors. Irrigation, Air conditioning and General Use.



F & W Column Type Pump—1.5 H.P. Motor. 10 ft. to 20 ft. 1,000 G.P.H. at 5' Automatic. Thermal overload protection. Submergible. Celler. Grease also available.

FLINT & WALLING MANUFACTURING CO., INC.

419 OAK STREET, KENDALLVILLE, INDIANA



Allis-Chalmers Adds New Scraper to Line

ALLIS-CHALMERS Manufacturing Co., Tractor Division, Milwaukee, Wis., has introduced a scraper to its line of agricultural implements for its Model WD-45 tractor.

The new scraper has a 6' long, 14" high moldboard, fitted with

replaceable cutting edge of wear-resistant steel. It can be increased in length to 9' through the addition of two 1½' moldboard extensions complete with the replaceable cutting edges and attaching parts. Special equipment to speed work and increase the versatility of the unit include end plates for leveling fields and filling in low spots.

Scraper construction features a heavy tubular beam with bolted and welded assemblies. It is hitched to the tractor through its Snap-Coupler hitch system, and is operated through the tractor's hydraulic system. The blade can be angled, tilted, pitched, or for "dozing" work, it can be completely reversed, according to the manufacturers. Equipped with the scraper, the WD-45 tractor is designed to grade, level, ditch, backfill, remove snow, and do many other building, cleaning, leveling and similar jobs around the farm and ranch.

Papec Named Distributor for Stone Farm Elevator

EFFECTIVE immediately, the Papec Machine Co., Shortsville, N. Y., will act as exclusive distributor for the Stone Farm Elevator throughout Maryland, Virginia and the south and eastern seaboard states.

The Stone Elevator is available in 24' and 32' lengths which elevate to 18' and 23' respectively. It handles baled hay (both rectangular and round bales), corn (on the ear or shelled), grain and beans.

The trough is of 16 gauge welded steel and is 19" wide. Flights are press-formed steel, 3" high and

NON
CLOG

PARMA

WATER LIFTERS



**The HIGH Efficiency,
LOW Cost Pumps
for Every Farm Need**

There is a Parma Water Lifter to fit any of your pumping needs. This includes sump, drainage, tail water pickup, and irrigation for heads from 2 to 40 feet and for capacities from 5 to 4000 GPM. The Parma Water Lifter combines low first cost with high efficiency and long trouble-free life. Gives the most satisfactory pumping service possible. For more detailed information on your specific pumping problem please contact your Parma dealer or write to . . .

PARMA

WATER LIFTER CO.

P. O. Box K
Parma, Idaho



38" apart. All shafts turn on ball bearings. Trough is supported on rigid "x" braced tubular steel frame mounted on 15" drop center ball bearing wheels. All steel winch and cable pulleys raise and lower trough. Standard receiving hopper has rubber flapper for ear corn; a side hopper can be furnished for handling beans, grain and feed; and a discharge hopper with swivel spout is offered as optional equipment. Elevator can be used for baled hay without removing spout. It has gas, electric or PTO drive.

Modern Money-Making Mowing Equipment

Tested and Proved Throughout Most of the World!

Better-Built ROTARY CUTTERS *Patented* REEL TYPE GANG MOWERS

MODEL
HD-53
CUTTER



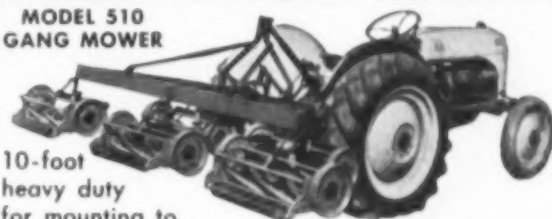
LOW PRICED!

Heavy duty 60-inch cutter for mowing pastures—cutting weeds and brush—shredding stalks and stubble.

MANY
NEW
and
BETTER
FEATURES
FOR
BETTER
SERVICE

EXCLUSIVE PATENTED FEATURES!

MODEL 510
GANG MOWER



10-foot heavy duty for mounting to 3-point hitch—also available as trailer unit with telescopic tongue for ANY TRACTOR.

STURDY CONSTRUCTION!

MODEL F-2
CUTTER



Both drag type and tractor-mounted models for all farm tractors. Heavy steel Gear Box is standard equipment.

EASY
TO
USE



The **KUB-KLIPPER**
46-inch Rotary Mower for Farmall Cub and Massey-Harris Pony

Get
All
the
Facts!

LOW PRICED
for Volume Sales!

LIBERAL
DISCOUNTS!



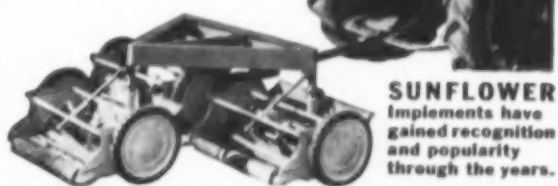
GUARANTEED!

MODEL 52-C
GANG
MOWER

Front mounted 57½-inch unit for Farmall Cub. Also available as center mounted unit for Cub and front mounted unit for Massey-Harris Pony.

Trailer Models for All Small Tractors

Tested and proved throughout the Nation and in many foreign countries.



SUNFLOWER
implements have gained recognition and popularity through the years.

Other SUNFLOWER Products include Patented Tractor Saw and Modern, Low-Priced Chain Saws.

WRITE...PHONE...WIRE

for Illustrated Catalog Pages and Prices on All Models!

SUNFLOWER INDUSTRIES, INC.

125 So. Kansas Avenue
OLATHE, KANSAS



CHOICE for Quality the World Over
The nationally advertised profit line with ready customer acceptance. Leaders in design, engineering and performance.

SMITH JIM DANDY Cart Sprayer



"King of all sprayers." Easy to wheel. Easy to operate. Large rubber tire wheels have roller bearings. 12 ft. oil proof hose. 5 gal. tank. Pressure gauge.

SMITH RITESIZE Sprayer

"The ladies' choice." Light weight. Operates easily. 5 ft. oil proof hose enables user to set sprayer on ground and cover wide area. Adjustable nozzle. Unsurpassed.



SMITH STREAMLINED BLIZZARD Sprayer

World's most beautiful sprayer. Solid copper tank. Pump barrel is highly polished brass. Pt. qt. Highly popular. Nothing else like it.



SMITH SPEEDEX Garden and Tree Sprayer



Solid brass, double action pump. 5 ft. hose with bucket strainer. Throws 20 to 30 ft. spray or fine fog mist. Comes mounted on attractive display card.

SMITH E-Z 5 Gal. Knapsack Sprayer



Finest knapsack sprayer made. Unexcelled for weed and brush control. Pump lever develops high pressure easily. Zinc-grip steel or copper tank. For every spraying need.

PRICES ALLOW ATTRACTIVE MARK-UP

D. B. SMITH & CO.

428 Main St., Utica 2, N. Y.
"Originators of Sprayers"
Canadian Rep. G. L. Cohoon
1265 Stanley St., Montreal 2, Canada

Send for Catalog



Mathews Co. Introduces M-C Chopper Machine

THE MATHEWS Co. of Crystal Lake, Ill., introduces the M-C Chopper as an all 'round farm machine. It is designed to shred and load corn stalks for bedding, to chop and load hay for green feeding or silage as well as dry hay, and to shred cover crops or top vegetables.

The M-C Chopper cuts a five-foot swath with 120 lightweight knives hinged on a sturdy rotor shaft. The housing is shaped like a large front opening. With vacuum pick up, crops laying on the ground are said to be easy to get.

Massey-Harris-Ferguson Buys Australian Firm

JAMES S. DUNCAN, chairman and president of Massey-Harris-Ferguson Limited, announces that through a newly formed holding company in Australia all the outstanding shares of H. V. McKay, Massey-Harris Proprietary Lim-

ited, Sunshine, Australia have been purchased.

Duncan will become chairman of the board of H. V. McKay, Massey-Harris Proprietary Limited and L. T. Ritchie, a vice-president of the Canadian company, is appointed managing director.

Ritchie, in assuming management of the Australian company, brings with him a wealth of experience in the world-wide production and distribution of farm machinery.

He joined the Massey-Harris Co. in Regina, Saskatchewan in 1931 and was called to head office, Toronto, in 1940. In 1948 he was appointed vice-president in charge of procurement at the Racine, Wis., head office.

In 1952 Ritchie became general manager and director of "Safim"—South Africa Farm Implement Manufacturers at Vereeniging, South Africa. Upon his return to Toronto head office in 1954 he was appointed vice-president of Massey-Harris-Ferguson Limited.

Harvester Expands Jacksonville Offices

INTERNATIONAL Harvester has announced that due to steady increases in all phases of its business throughout the area served by its Jacksonville, Fla., district office, it has established another district sales office facility in Jacksonville. The announcement was made by B. M. Kaiser and F. W. Clark, both of Chicago, the company's motor truck and general sales southern regional managers.

The Harvester officials explained that, in the past, the company's Jacksonville district sales office operated as a "combination" office,



L. T. Ritchie

another reason why you
make more profit selling
DEMPSTER WATER SYSTEMS

**DOUBLE
VALUE!**

There's Double Value for your customers in Dempster Water Systems like the new Dempster Convert-o-jet, the low cost, compact water system that serves both shallow and deep wells efficiently and is completely convertible without "extras" or the need for special tools.

In the Dempster Convert-o-jet you can offer famous Dempster quality and performance at a low price to the customer who is using a shallow well now but anticipates the need for a deep well in the future . . . a condition that is prevalent almost everywhere due to dropping water tables.

And there's Double Value for you—both quality and price—in selling Dempster Water Systems—and the extra value of having the best of the newest type pumps on the market.

It will pay you to write or wire today for the new Convert-o-jet descriptive folder, complete with specifications and performance tables . . . and for details on the valuable Dempster Water Systems franchise.



Convert-o-jet

Merchandising material is available—eye-catching poster . . . descriptive consumer folders for handouts or statement mailings . . . hard sell ad mats . . . plus advertising in leading farm magazines!

DEMPSTER
WATER SUPPLY EQUIPMENT



**NEW DEMPSTER
Convert-o-jet**

The complete water system for
either deep or shallow wells

Powered by a nationally known, first quality motor . . . a pump with a single driving part . . . an ejector unit with easily removable venturi tube . . . automatic air valve and pressure regulating switch . . . Dempster's own pressure tank . . . and delivering 500 gals. or more at 30 lbs. pressure, the new Dempster Convert-o-jet has no rival at the low list price which you can offer.

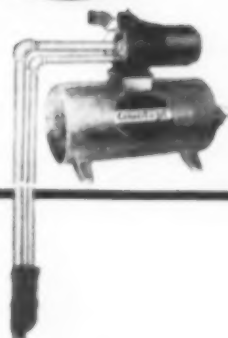
Retails for only

\$109.50

f.o.b. factory

Completely CONVERTIBLE

to deep well operation! To change shallow well Convert-o-jet to deep well operation, merely detach ejector unit, attach pipes with special flanges (furnished with unit) to pumping unit and place ejector unit at end of pipes at bottom of well. No special tools required.



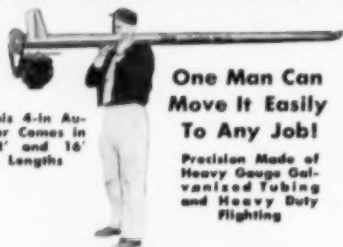
DEMPSTER MILL MFG. CO.
BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.; Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.; San Antonio, Tex.

Put a New LIFT In Your Sales

WETMORE PORTABLE GRAIN AUGERS

New! Hand Portable



This 4-in. Auger Comes in 12' and 16' Lengths

**One Man Can
Move It Easily
To Any Job!**

Precision Made of
Heavy Gauge Gal-
vanized Tubing
and Heavy Duty
Flighting

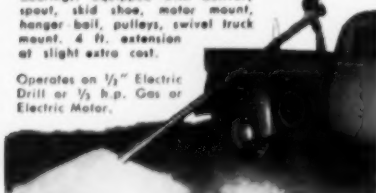
**The sturdy new Wetmore Portable
works where standard augers can't go**

Soon pays its way by loading, unloading and moving wheat, oats, rye, soy beans—all small grains, faster. Outstanding capacity makes the Wetmore Portable ideal for large loading jobs or for moving small amounts of grain.

Built for Long, Hard Service

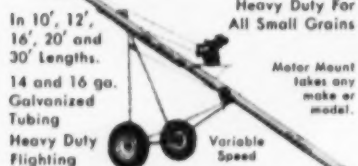
Both ends of flighting carried on bearings. Equipped with delivery spout, slide shoe, motor mount, hanger bolt, pulleys, swivel truck mount, 4 ft. extension at slight extra cost.

Operates on 1/2" Electric Drill or 1/2 h.p. Gas or Electric Motor.



**ALL WETMORE Products
Carry the Same
UNCONDITIONAL GUARANTEE**

WETMORE SPEED-LIFT 6" GRAIN AUGERS



In 10', 12', 16', 20' and 30' lengths.

14 and 16 ga. Galvanized Tubing

Heavy Duty Flighting

Heavy Duty For All Small Grains

Motor Mount takes any make or model.

Variable Speed

Steel Cut Gears Run In Oil.

Equipped with Ball Bearings.

Bearings on both ends of auger. Adjustable height. Trailer carriages and truck models available. Be ready for the harvest. Lift your Sales and Profits! Write, Call or Wire for Dealer Plan.

Send For FREE Literature, Today!

Name: _____

Address: _____



WETMORE PULVERIZER & MCHY. CO.
TOKAWA, OKLAHOMA

handling the wholesale distribution of Harvester's lines of motor truck, farm tractor, farm equipment and refrigeration products throughout this area. This "combination" office has now been replaced with a separate "motor truck" district sales office and a separate "general sales" district office. One will be responsible only for the motor truck phase of Harvester's business and the other for the farm tractor, farm equipment and refrigeration end of the company's operations.

The "general sales" district will operate under the direction of J. P. O'Donnell, former manager of the "combination" district office here. He will be assisted by A. T. Ellis, formerly one of two assistant managers in Jacksonville.

Harvester's new "motor truck" district office will be managed by W. K. Perkins, for many years the company's manager of motor truck sales, motor truck division, in Chicago and, more recently, an assistant to the vice-president. Perkins comes to Jacksonville at his own request, following a serious illness from which he has now recovered. He is widely known, both

with the company's motor truck dealer organization and with motor truck users here.

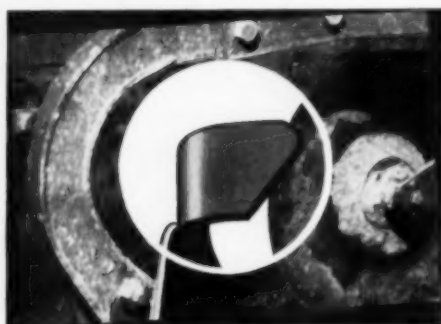
R. G. Walls, also a former assistant to O'Donnell and a long-time resident of Jacksonville, has been appointed assistant district manager of the company's new motor truck sales facility.

Both district sales operations will be served by the company's present staffs of accounting and credit and collection people. Both offices will be located in the Harvester Building at 1986 W. Beaver Street, a facility built by the company in 1953.

New Pulverizer Marketed by Cleveland Foundry

A NEW 9- and 10-foot double gang Zig-Zag soil pulverizer is announced by Cleveland Foundry & Manufacturing Co., Inc., of Cleveland, Tenn. The pulverizer is built of four-inch channel steel and is welded and braced to give maximum strength.

An outstanding feature, accord-



The COVER BOARD

PATENT
PENDING

GUARANTEED PERFORMANCE

This fast selling, efficient covering attachment has been farmer-designed and field tested. It turns under heavy, bulky trash without the bother of

plugging or gathering on plow beams. The COVER BOARD requires no cleaning or maintenance, and is guaranteed not to break under normal conditions. Made of highly polished, soft center plow steel, it operates at maximum efficiency at any depth, in any soil—even stony. It will not ride the plow out of the ground or increase draft.

Plowing time can be profit time, when you handle The COVER BOARD. Cash in on these big seasons by writing, or phoning your nearest SPREAD-ALL Distributor now for sample units to test the profit and sale possibilities . . . you take no risk . . . it's guaranteed!

DISTRIBUTED BY

Lovett & Thorpe Hardware Co., Inc.,
Dublin, Ga.

Hoenninger-Sizemore Co., Inc.,
1433-35 E. Main St., Richmond, Va.

Brinly-Hardy Co.,
Louisville, Ky.

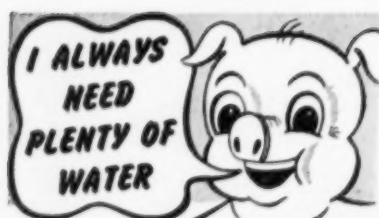
Stratton-Baldwin Co., Inc.,
700 Tchoupitoulas St., New Orleans, 9, La.

King Sales Co.,
445 Tennessee St., Memphis, Tenn.

Sinclair Sales Co., Inc.,
No. 1 Main St., Houston, Texas

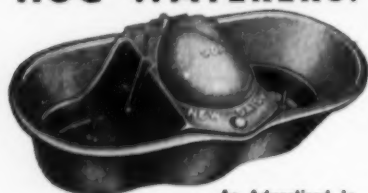
Hesston Distributing Co., Hesston, Kansas

SPRED-ALL, inc. 701 CENTER ST. **Bellevue, Ohio**



So Check Your Supply of

**DAISY
HOG WATERERS!**



As Advertised in
The Progressive Farmer

You can always depend on Daisy Hog and Poultry Waterers for fast turnover, nice profits and year-round sales! Keep a good supply on hand at all times and display one or two on your floor. Your suggestion will usually close a sale. Five models for barrel, tank or pressure system. Daisy Waterers are also available with heater attachments for winter. Write for the name of your nearest distributor who handles the Daisy Line—the first name in waterers for over 45 years!

QUINN WIRE AND IRON WORKS
DEPT. 1643 BOONE, IOWA



ing to the manufacturer, is that the center bearings are staggered to keep from leaving a strip down the center not pulverized and packed. Bearings of the pulverizer

are ball bearings, are sealed against dust at bearing factory, are built to carry a much greater load than the weight of the pulverizer, and are built to carry a load much faster than the pulverizer will be pulled, according to the manufacturer.

MM Cites Advances in New MP Planter

SPEEDIER and more accurate planting are cited as major advances in the new MP planter announced by Minneapolis-Moline Co., Minneapolis, Minn.

The new rear-mounted planter with 2-row or 4-row units can plant up to 130 hills per minute with each unit, the manufacturers state. New heavy-duty runner shanks with new valves and valve locations are said to make this high speed planting possible at a tractor speed of about five miles per hour.

From about 6,460 to 24,700 seeds per acre can be accurately de-

posited by the new MP planter, with plant density matched to soil fertility.

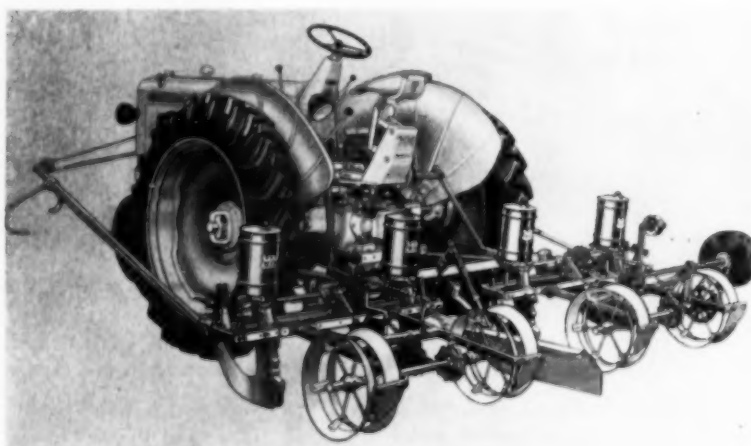
Edge drop plates are regular equipment, and round hole plates are available for ungraded corn, beans, Kaffir, etc. Seed cans hold one-half bushel, and fertilizer cans hold up to 90 pounds, with a resulting saving of time in less frequent refilling.

The planter is mounted at the rear of the tractor on a standard 3-point hitch or on the MM 3-point Attacher.

The fertilizer dispenser places the fertilizer in two distinct bands with the heaviest deposit opposite the seed.

The MP planter is available for hill and drill or for checkrow planting. Automatic levelwind of checking wire is regular equipment on the checkrow models.

Steel press wheels 7" x 18" are also regular equipment, with semi-pneumatic rubber tires available. Double-disc or runner openers are optional.



SLIP
HOOKS

Available
for Chain
Sizes 1/4",
5/16", 3/8"



Better!

BIG ORANGE

New!

Shackle Chain Slip & Grab Hooks

Much Stronger Than Ordinary Hooks

CAN BE USED ON "HIGH-TEST" CHAIN

FORGED and HEAT TREATED!

SAVES TIME — Can be attached anywhere on the job. Only a pair of pliers required.

SAVES EXPENSE — Strong and tough enough for use on "High Test" Chain. Will outlast several BBB of Proof-Coil Chains.

EXTRA STRONG — Even the pin is made of hi-strength steel and heat treated.

Order from Your Distributor or Write

MIDLAND INDUSTRIES, Inc., Cedar Rapids, Iowa

GRAB
HOOKS

Available
for Chain
Sizes 1/4",
5/16", 3/8",
7/16", 1/2"



CASH IN
on the Profitable
REPLACEMENT
MARKET
in Your Community

with WISCONSIN
Heavy-Duty *Air-Cooled*
ENGINES

Right in your immediate trade territory there are literally hundreds of engines of various makes that have outlived their productive usefulness. Many of these engines are power units on original equipment, such as combines, pickup balers, forage harvesters, portable elevators, irrigation pumping units, garden tractors, and many other types of equipment, as well as individual engines for general purpose power service.

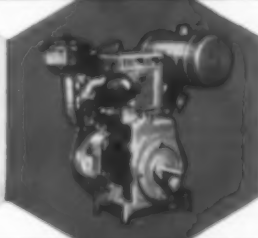
And right now is the time to check with your customers for the sale of REPLACEMENT ENGINES. You will be performing a real service for the customer and secure profitable sales for yourself by doing this. And to help Wisconsin Authorized Dealers simplify this check-up, a new series of post-card mailing pieces are available, promoting both Replacement Engine Sales and Engine Overhaul Service.

The market for Replacement Engines and Replacement Parts is solidly established in every farming locality and grows bigger day by day. And the Wisconsin line of Heavy-Duty Air-Cooled Engines offers the customer the most complete Power Selectivity to fit both the job and the machine as well as dependable, low-cost power service. More farm machines are powered by Wisconsin Engines than any other make, within a 3 to 36 hp. range. Check with your Wisconsin Engine distributor for quick delivery of Engines and Replacement Parts to meet the demands of your trade. Ask him about the new Dealer Service Check-Up Post-Cards — especially prepared for your use.

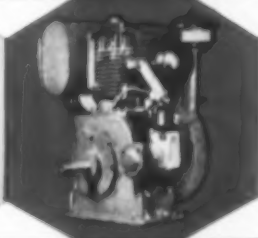
4-cycle
 Single Cylinder
 Models
ABN
AKN
 2.2 to 6.2 hp.
 1600-3600 rpm.



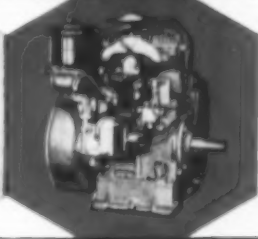
4-cycle
 Single Cylinder
 Model
AEN
 4.5 to 8.25 hp.
 1600-3600 rpm.



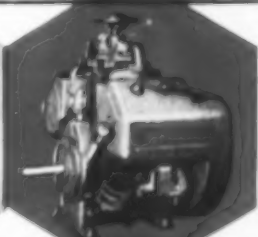
Single Cylinder
 Models
AFH
AGH
AHH
 6 to 9.2 hp.
 1600-2200 rpm.



2-cylinder
 Models
TE
TF
TFD
 7.2 to 15 hp.
 1400-3000 rpm.



V-type
 4 Cylinder
 Models
VE4
VF4
 13 to 25 hp.
 1400-2400 rpm.



V-type
 4 Cylinder
 Model
VG4D
 25 to 36 hp.
 1400-2200 rpm.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
 MILWAUKEE 46, WISCONSIN

A 8365-IPC

Crop Dryer Manufacturers Hold Annual Convention in Chicago

RECENTLY THE members and executive committee of the Crop Dryer Manufacturers Association met in annual meeting in Chicago and elected Raymond Arndt of Habco Manufacturing Co., Columbus, Neb., president. Nolan Mit-

chell of Aerovent Fan & Equipment, Inc., Lansing, Mich., was elected vice-president. L. R. Clinebell of Aldrich Co., Wyoming, Ill., was elected treasurer, and Frank J. Zink was retained as secretary, with offices at Room 4300 Board

of Trade Building, Chicago, Ill.

The members of the executive committee held over from the previous year included Messrs. Arndt and Mitchell, and Crom Campbell of Campbell Farm Dryer Co., Des Moines, Iowa. In addition, three new members were elected for two-year terms, the association naming Ed Riggs of The Lennox Furnace Co., Columbus, Ohio; J. R. Mayner of Krop-Kare Products Div. of The Kilby Steel Co., Mansfield, Ohio; and L. R. Clinebell of Aldrich Co., Wyoming, Ill.

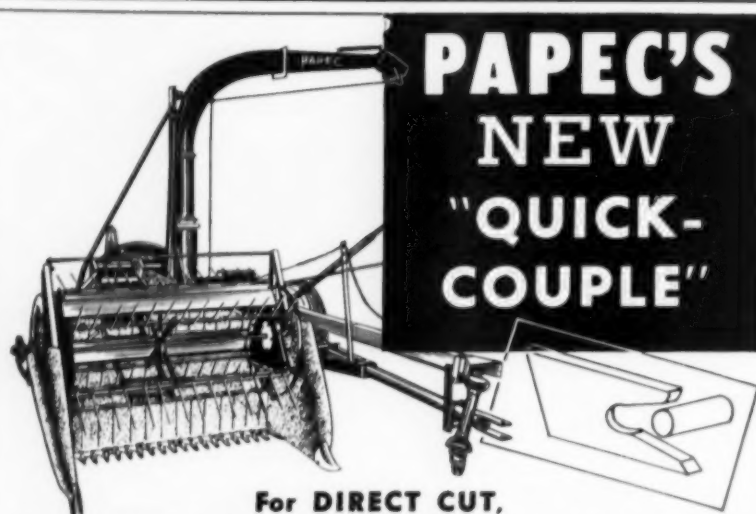
Several committees were appointed for the ensuing year's activities. Chairman of the budget committee is Crom Campbell, and other members are Bob York of Hartzell Propeller Fan Co. and Nolan Mitchell of Aerovent Fan & Equipment, Inc. The publicity committee consists of J. H. Oliver of General Electric Co., chairman; B. P. Hess of Westinghouse Electric Corp.; Donald W. Richter of Armco Steel Corp.; Vilas Johnson of American Crop Drying Co., J. R. Mayner of Krop-Kare Products Div. of The Kilby Steel Co.; and James B. Moore, Jr., of Peirson-Moore Co., Inc. Standards committee chairman is Nolan Mitchell, with Crom Campbell and previous members of this committee. Donald W. Richter of Armco Steel Corp. was appointed official association statistician.

The association membership now consists of most of the crop drying equipment manufacturers and their suppliers. In addition, there are some 24 contributing members, who are dues-free members coming from the farm trade press and agricultural schools, and people whose interest is in keeping up to date with the affairs of the association.

Darf Corp. Develops New Transplanter

DARF CORP., Raleigh, N. C., has developed a transplanter featuring the synchronization of the plant setting mechanism with the release of water from a valve developed especially for use with this transplanter.

The Darf Synchronizing Transplanter was developed to give the farmer a planter that eliminates guesswork and assures properly spaced plants by means of a simple adjustment for various spacings, the manufacturers state. The plant-



For DIRECT CUT, HAY PICK-UP and ROW CROP ATTACHMENTS

Here's a **GREAT NEW SELLING FEATURE** for 1955 Papec Forage harvesters. New "Quick-Couple" makes changing from one attachment to another quick, easy and simple. It eliminates practically all heavy lifting.

TIME SAVER—with the Papec "Quick-Couple" you just slide attachment into position—attach two radius arms—tighten two nuts. Change from one attachment to another is literally a matter of minutes. The strong, rigid couple makes the base and attachment one solid unit. The attaching points are easy to reach.

PLUS FEATURES—The New "Quick-Couple" added to all the other Papec features—Finger Feed Roll, Adjustable Axles, Patented Silage Shelf, Bigger Wheels and Tires—gives Papec dealers most effective sales ammunition. And with **ALL THEIR FEATURES** Papec Harvesters cost less fully equipped than any comparable make.

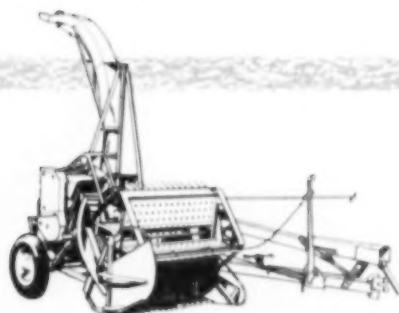
For information on the Papec Protected Territory Contract, write Sales Manager, Papec Machine Company, Shortsville, New York.

A GOOD LINE TO HANDLE

PAPEC

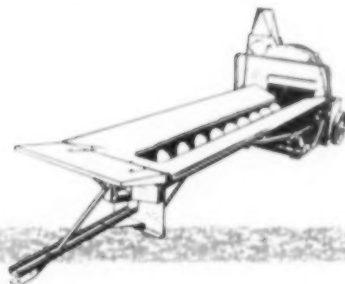
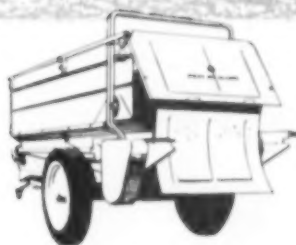
FORAGE HARVESTERS
HAY CHOPPER-SILO FILLERS
CROP BLOWERS
HAMMER MILLS
ENSILAGE CUTTERS
FEED MIXERS

Triple Sales for New Holland dealers!



Forage Harvester with direct-cut, windrow and row crop attachments is available in engine-powered and P.T.O. models.

Forage Wagon or Spreader is P.T.O.-powered. As a forage box it unloads up to 3½ tons of silage automatically.



Tilt-Table Forage Blower moves up to 36 tons of grass and 48 tons of corn silage an hour. Comes with 30" of 8" blower pipe.

One sale leads to another... from forage harvester to forage box to forage blower

Here's just one example why it pays to be a New Holland dealer. New Holland's complete line of capacity-matched grassland farming equipment makes it easy to tie in one sale with another. A customer for New Holland's forage harvester automatically becomes a prospect for New

Holland's double-duty manure spreader-forage box. And he's a prospect for a forage blower, too. Be sure you take advantage of these *extra* sales. For more information, write today. The New Holland Machine Co., New Holland, Pa. A subsidiary of The Sperry Corporation.

NEW HOLLAND  *"First in Grassland Farming"*

APRIL, 1955

T. W. McALLISTER, Vice-Pres., Managing Director

RALPH E. KIRBY, Editor

FRANCES A. KELLY, Assistant Editor

BARON CREAGER, Southwestern Editor
1305 National City Bldg., Dallas, Tex.O. A. SHARPLESS
General ManagerCHARLES E. SMITH
Business ManagerJ. A. MOODY
Production Manager

Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959;
J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712;
KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187;
GEORGE IMMERWOOD, 590 Rutherford Drive, Springfield, (Del. Co.) Pa., Phone K.I. 3-0760;
W. B. MOODY, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE 6-4131;
A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352;
L. B. CHAPPELL, 810 B. Robertson Blvd., Los Angeles 35, Calif., Phone: CR 4-5151;
W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7995; BARON CREAGER, 1305 National City Bldg., Dallas, Texas, Phone: RA-7675.

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Georgia

Publishers Also of

TEXTILE INDUSTRIES

SOUTHERN AUTOMOTIVE JOURNAL

SOUTHERN BUILDING SUPPLIER

SOUTHERN POWER & INDUSTRY

SOUTHERN APPLIANCES

ELECTRICAL SOUTH

SOUTHERN HARDWARE

ing mechanism synchronizes with the water valve to contribute to development of sturdy mature plants, assuring growth in the plant's natural position, it was pointed out.



The transplanter is recommended for use with tobacco, tomatoes, peppers, sweet potatoes, cabbage, onions, and other types of crops that are transplanted. The transplanter is supplied with tractor mounts for almost all tractors and includes a 55-gallon barrel and barrel mounts, according to the company.

FULLY GUARANTEED
AS TO QUALITY, FIT, AND FINISH!

STAR
SERVICE
SHARES



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

SHOX-STOK
ELECTRIC FENCE CONTROLLERS
SURE PROFIT BOOSTERS



GARDENERS as well as FARMERS are ready prospects for SHOX-STOK fence controllers, High-line and battery models. Prices as low as \$12.95. New SHUR-SHOX model sings weeds and grasses to keep fence lines "short-free." Sold by leading jobbers everywhere.

SHOX-STOK, INC., 2715 Main St., WELLINGTON, O.

IRRIGATION EQUIPMENT

**MANUFACTURER
DESIRES DISTRIBUTION**

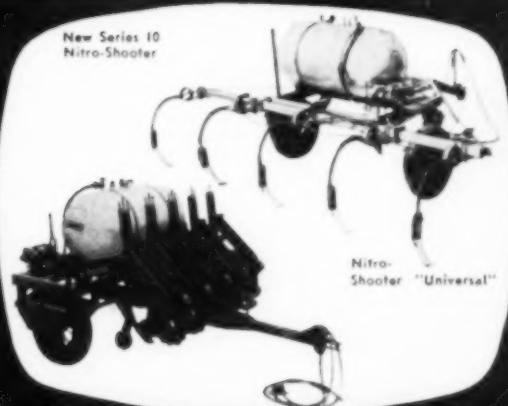
New, superior line sells on sight. Portable aluminum couplers and valves help farmer save labor and pumping costs—get better crops.

We desire aggressive, responsible representation in expanding Southern market. Phone, Wire or Write today.

GOOD FARMER IRRIGATION CO.

Rt. 1, Box 257A, San Bernardino, Calif. Phone 9-4109

New Series 10
Nitro-Shooter



Nitro-Shooter "Universal"

LOOK TO

B L U E

ANHYDROUS AMMONIA EQUIPMENT

FOR A BRIGHT PICTURE

IN **GRASSLAND FARMING**

New Series 10 Nitro-Shooter an economy special with 14' folding tool bar and 5 spring tine applicators.

The popular all purpose Nitro-Shooter "Universal", 5 spring type applicators, coulters, and packer wheels.

There is a trailer and tractor mounted Blue applicator for every need in handling anhydrous ammonia and nitrogen solutions.

Send for Complete Catalog

JOHN BLUE CO., INC.

HUNTSVILLE, ALA.

Dependable Farm Equipment since 1886

**Most Popular QUALITY LINE
on the Market**

BETTER
BUILT

BAZOOKA
REG. U. S. Pat. Off.

SPiral
GRAIN LOADER

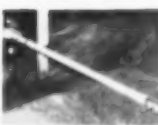
New
Lower Prices
for 1955



Five models plus the Super Scooper shown below. Quality built through-out, with high speed sealed bearings head and tail; sectional feature; gas or electric drive in most models. Model A-55 with famous Flexodrive, above; Model B-50 economy priced carrier unit, right. Also Super A-50 high elevation unit, low cost truck model and Model C-50 upright tube for permanent installations. Meet all requirements with this complete competitively priced line.



SUPER SCOOPER
full 4", 11 foot,
15 pound auger
with sectional
feature. Sealed
head bearing.
Up to 600 bush-
els per hour.



DISTRIBUTED BY

McNees Sales Co., 340 West
Olive Ave., Memphis, Tenn.
Southeastern Farm Supply, Inc.
Chattanooga, Tenn.



WYATT MFG. CO., INC.

Jayhawk Farm Implements Since 1903... Dept. B-283, Salina, Kansas

**CULTIVATE
CUSTOMERS**

...with **SOUTHERN STREAK**
SWEEPS and BLADES

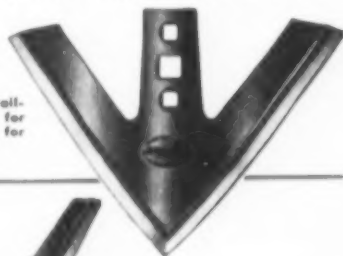
The Red Stripe means quality to
thousands of farmers over the nation.

Cash in on the ready demand for Southern Streak... stock these long lasting high carbon steel tractor sweeps and blades... display them for quick sales.

Southern Streak supplies a variety of sweeps and blades for every taste... every soil... every section of the country. Prices are in line with other sweeps and blades... extra quality assures constant demand.

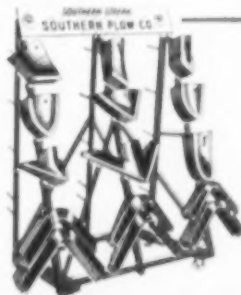
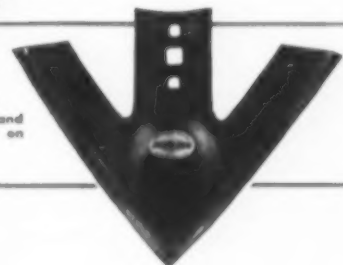
NO. 44 COMET SWEEP

For general purpose use. Avail-
able with narrow stem for
light soils... wide stem for
heavy soils.



NO. 333 WHIZ
Flat set—tapered wing
throws very little dirt.

NO. 163 JOYCE or CRAB
SWEEP—With broad stem and
breast for heavy duty on
heavy soils.



**CUSTOMERS CHOICE
DISPLAY RACKS**

Make your selling easier.
Use this sturdy rack
which displays 30 Southern
Streak shapes. Ball
bearing casters make
it easy to move.

SOUTHERN PLOW CO.
COLUMBUS • GEORGIA





Ford Announces New Side Delivery Rake

A NEW MOUNTED side delivery rake, featuring a patented power-driven rotary stripper and an acute angle five-bar power driven reel, now is in production by Ford Motor Co., Birmingham, Mich.

The new design rotary stripper is to eliminate the need for the conventional stripper bar basket. Hay is removed cleanly and evenly from the rake teeth, reducing clogging and bunching, according to O. L. Wigton, general sales manager of the Ford Tractor and Implement Division.

"A full eight-foot swath is handled easily by this new rake," Wigton said. "It can rake approximately four acres an hour under average field conditions. Material is handled gently and is put into a windrow that is easily picked up for bailing, combining or chopping."

The rake frame is of welded, rigid construction. Attachment to the three-point linkage and tractor power-take-off is said to be easy and quick, saving time and leaving the tractor free for other jobs when raking is done.

The PTO driven reel can be quickly adjusted to either of two

speed ranges. This reel speed change, combined with a wide variety of ground speeds, is said to provide the flexibility required to rake hay or other material into desirable windrows under almost any circumstances. In any given gear the speed of the PTO driven reel is maintained in direct ratio to ground speed which permits uniform operation even when ground speeds must be varied, Wigton states. The reel is V-belt driven for quiet, smooth, low-cost operation.

The acute angle design of the reel moves crops laterally into the windrow, reducing crop travel to a minimum, he continues. Solid reel plates minimize hay wrapping at the ends of the tooth bars. The spring steel teeth are detachable in pairs without disassembling other parts of the rake.

The Ford mounted side delivery rake is said to transport quickly and conveniently when it is raised by the tractor hydraulic system. Two 360-degree casters gauge wheels are designed to permit short turns and maximum maneuverability. The gauge wheels, equipped with air tires, cushion the rake from shocks encountered in field operation. The rake can be backed into corners to get all

the hay and cannot jackknife when the tractor is reversed, according to the manufacturer. A steel, hinged leg, convenient for parking the rake, folds up out of the way during operation.

The rake is 7' 6½" long, 11' ½" wide and 3' 6½" high (5' 5" in transport position). Tread width is 6' 4", and shipping weight is 665 pounds.

Deere Assistant General Sales Manager Retires

H. M. PARK of Moline, Ill., assistant general sales manager of Deere & Co. and a member of the John Deere sales organization the last 43 years, retired February 1.

A native of Fulton, Ill., Park became office boy and file clerk for the Grand Detour Plow Co. in Dixon, Ill., in 1907. In 1910, he left Dixon to work for the Rock Island Plow Co., and on February 1, 1912, he joined the John Deere Plow Co. of Moline as inside shipper. Early in 1915 he became an assistant territory manager in southeastern Iowa, and the following August 1 he was appointed manager of the Waterloo, Ia., territory.

August 1, 1928, he returned to Moline to organize the power machinery department of the John Deere Plow Co., the first such division in Deere & Co. branch houses. August 1, 1941, he was appointed



H. M. Park



FREE Demonstrator—To LIVE Dealers!

THIS BRAND—sold by Hundreds—in "DEEP" South, Has MOST Exclusive Features.
REFERENCES—to prove it. Satisfaction—Value—Performance—Factory GUARANTEED.
YOUR CHOICE—ROTACUT Electric—only full 1/2 hp. 3600 rpm.—on 5th Mower—
or, CASH BONUS refund—of 50% of YOUR COST—of FIRST Mower Purchased.

YOUR REWARD—for featuring ROTACUT Mowers. 33% Discount—Door-To-Door Delivery
FARM PRODUCTS COMPANY, Inc. — Excelsior Springs, Missouri

as a divisional sales manager, and in the spring of 1944 he was placed in charge of the company's newly created trade development department.

On November 1, 1945, Park was promoted to assistant manager of the John Deere Plow Co. in Moline. The following August 1 he was transferred to the Deere & Co. general offices and appointed manager of sales research, and since January of 1950 he had been assistant general sales manager.

★

Water Systems

(Continued from page 155)

will be replaced during 1955, it is estimated, because of obsolescence. This, in turn, would set up another sales backlog approaching 250,000 systems.

Some 2,600,000, or nearly one-half, of the nation's farms are still without running water under pressure. If 10 percent of these farms are sold in 1955, this will add another 260,000 units to the projected market potential.

More than 6,000,000 electric water systems have been sold in the past 10 years. Many farm and home-owners should be ripe prospects for the sale of a second, or supplementary, system to meet growing water needs, at the same time affording an extra measure of protection in the event of fire.

Perhaps five percent all told, or some 300,000, of those who already have a running water system are ready to invest in a second system in 1955, thus further swelling the market.

Add it all up, and what does it show?

TYPE OF SALE	NO. OF PROSPECTS
New homes and other beyond-the-water-mains construction	200,000
Homes presently lacking running water	65,000
Replacement systems	250,000
Farms lacking running water	260,000
Supplementary system needed	300,000

TOTAL POTENTIAL FOR WATER SYSTEMS SALES IN 1955

1,075,000

Manufacturers and cooperating power suppliers are in the midst of an intensive educational campaign, enlisting all media of communication — printed advertising, publicity in magazines and news-

papers, radio and television—in the important task of convincing the home-owner who must provide his own utilities that modern living begins with an abundant supply of running water under pressure.

How can you as a dealer cash in on the results of all this pre-selling activity? By establishing yourself as the center in your community for the equipment that brings all blessings of running water under pressure to the home-owner living beyond the water mains.

This you can do by building an

eye-catching display, beginning with the official National Water Systems Month poster and a water system itself, with the focus of interest on the appliances and equipment for better living that running water makes possible—the automatic clothes washer, dishwasher, water heater, water softener, and under-the-sink food waste disposer, bathroom and kitchen plumbing fixtures, a forced hot water central heating system, plus the water-using devices that make farming easier, more productive, and more profitable.

for dependable outstanding performance

SPRAYING SYSTEMS BoomJet SPRAY NOZZLES

Patent No. 2,619,106



Write for Bulletin 71

up to 66 feet wide with one nozzle

Developed and originated by Spraying Systems Co. Made in all brass for broadcast spraying of grains and grasses . . . in all aluminum for liquid fertilizer spraying. Can be set to spray to both sides or one side only.

SPRAYING SYSTEMS TeeJet SPRAY NOZZLES

Patent No. 2,421,808



with interchangeable orifice tips



Over 400 interchangeable orifice tips. Selection to meet exactly any requirement in capacity and spray angle. Flat spray tips, hollow cone, full cone and straight stream. Precision machined orifices.

Write for Bulletin 58

SPRAYING SYSTEMS GunJet SPRAY GUNS

for pressure from 30 to 800 pounds



Write for Bulletin 65

Ruggedly built, heavy-duty guns for orchard, livestock and spot spraying. Adjustable spray. Hardened stainless steel orifice tips. Full range of sizes.

Spraying Systems products are installed as original equipment and supplied as replacement parts by most of America's leading manufacturers of farm spraying equipment. Write for information.

SPRAYING SYSTEMS CO.

3277 Randolph Street
Bellwood • Illinois

ADVERTISER'S INDEX

A

Acme Shear Co. *

Acme Tackle Co., Inc. 147

Alabama Mfg. Co. 93

Alan Wood Steel Co. 38

Allen & Company, Inc. *

 S. L. *

Allis Chalmers Mfg. Co. *

Aluminum Goods Mfg. Co. *

American Cabinet Hardware Corp. 2

American Chain & Cable Co., Inc. 17, 18

American Pad & Textile Co. 144

American Steel & Wire Co. *

 Cyclone Fence Div. 40, 41

Amerex Co., O. 23

Animal Trap Co. of America *

Atlantic Steel Co. 62

Atlas Asbestos Co. *

Atlas Tack Corp. 104

Aurora Pump Division, The New York Air Brake Co. *

B

Baasick Co. *

Bethlehem Steel Corp. 1

Bettis Corp. *

Bevin Bros. 21

Blue Co., John 181

Baker & Co., H. 130, 131

Bolens Products Div., Food Machinery and Chemical Corp. *

Branchell Company *

Brink and Cotton Mfg. Co. 135

Bronson Reel Company 55

Brown Corp., W. R. 134

Bush Mfg. Co. *

Buffalo Bolt Company 96

Butler Mfg. Co. 163

C

Calbar Paint & Varnish Co. 145

Camillus Cutlery Co. 86

Campbell Chain Co. *

Carolina Metal Products 126

Case Co., J. I. *

Champion De-Armament Co. 106

Chisholm Ryder Corp. *

 (Premax Division) 142

Clark Brothers Bolt Co. 108

Classified Ads 148

Clemson Bros., Inc. *

Cleveland Mills Co. *

Coal Chemicals Div., U. S. Steel Corp. 31

Coburn Products 16

Coleman Company, Inc. *

Colorado Fuel & Iron Corp. *

 Wickwire Spencer Steel Div. 44, 45

Columbia Malleable Castings Corp. *

Columbus McKennon Co. 19

Columbian Rope Co. 51

Consumers Glue Co. 144

Continental Seale Corp. *

Cooper Mfg. Co. *

Corning Glass Works 32, 33

Crescent Tool Co. 101

Crown Dairy Supply Co. *

 Cyclone Fence Dept., United States Steel Corp. 40, 41

D

Dayton Pump & Mfg. Co., The, 39

Decorite, Inc. 150

Deere, John 152

Dempster Mill Mfg. Co. 174

Diamond Calk Horseshoe Co. *

Diamond Expansion Bolt Co. 98

Dicks Pontius Co. *

Dietz Company, R. E. 146

Diptron Co. 104

Dryer Maynard Company 3

Draycrete, Inc. 143

E

Eagle Lock Co. 138

Eagle Mfg. Co. 20

Electric Wheel Co. 151

Empire Flow Co. 151

Enterprise Mfg. Co. *

Evans & Company 102

Everett and Co., John T. (Bettis Corp.) *

F

F & N Lawn Mower Co. *

Fairbanks, Morse & Co. 175

Farm Products Co., Inc. 182

Federated Mutual Implement & Hdw. Insurance Co. *

Fittler Co., Edwin H. 149

Fleming and Sons, Inc. 100

Flex O Glass, Inc. *

Flint & Walling Mfg. Co., Inc. 169

Ford Motor Co., Tractor & Implement Division *

Forsberg Mfg. Co. *

Frabill Mfg. Co. 143

G

Gehl Bros. Mfg. Co. *

General Steel Warehouse Co., Inc. 92

Geuder, Paeschke & Frey Co. 118

Gilbert & Bennett Mfg. Co. *

Gleason Corp. 180

Good Farmer Irrigation Co. 167

Gould Pumps, Inc. *

Graham & Co., Inc., John H. (Bevin Bros.) 21

Graham & Co., Inc., John H. (King Cotton Cordage Div.) 146

Grand Haven Stamped Products Co. 148

Great Neck Saw Mfgs., Inc. 139

Greenlee Tool Co. 105

Griffin Co., G. W. *

Griffin Mfg. Company 129

H

Hanson Co., Henry L. 149

Hanson Scale Co., Fourth Cover Hemp and Co. 53

Herschell Mfg. Co., Inc., R. *

Hillier & Bradshy Co. *

Hodell Chain Co. *

Hyde Mfg. Co. 22

I

Ingersoll Products Division Borg Warner Corp. (Discs) *

International Harvester Co. (General Line) 157

Irwin Auger Bit Co., Front Cover *

J

Jacks Evans Mfg. Co. 47

Jackson Mfg. Co. 145

Jackson Mfg. Co., W. R. *

Johnson Service Co. 135

Jones & Laughlin Steel Corp. 103

K

Kellogg Brush Mfg. Co. 79

Kaufel & Esser Co. *

Keystone Steel & Wire Co. *

King Hardware Co. 10

King Plow Co. 185

L

Lamson & Sessions Co. 94

Landers, Frary & Clark (Universal) 89

La Pierre-Sawyer Handle Co. *

Larson Co., Chas. O. 140

Lavelle Rubber Co. 29

Lazy Boy Lawn Mower Co. 114, 115

Libbey-Owens-Ford Glass Co. 28

Linen Thread Co., Inc. 109

Lockset Screening Co. 147

Lowie Bros. Co. 35

Lubriplate Division, Fiske Bros. Refining Co. *

Lufkin Rule Co. *

M

Mall Tool Co. 108

Marshalltown Trowel Co. 148

Massey-Harris Co. 159

Master Lock Co. *

Master Rule Mfg. Co. 142

McKinney Mfg. Co. *

McLind Company *

Midland Industries, Inc. 176

Minneapolis Moline Co. *

Moosberg & Sons, Inc., O. F. *

Mosh Mfg. Co. 140

Murray Ohio Mfg. Co. 91

Myers & Bros., F. E. 111

N

National Can Corp. 75

National Guard Products, Inc. 145

National Metal Products Co. 43

National Screw & Mfg. Co. Second Cover

New Britain Machine Co. *

New Holland Machine Co. 179

New Idea Division AVCO Mfg. Corp. 160, 161

New York Wire Cloth Co. 141

Nicholson File Co. 11

Nixdorf-Krein Mfg. Co. 113

Noble Mfg. Co., Inc. *

Noma Spray (Div. of Noma Lites, Inc.) 139

O

Olin Mathieson Chemical Corp. (Winchester Repeating Arms Co.) 4, 5

Ox Fibre Brush Co., Inc. 6

P

Paper Machine Co. 178

Parker Mfg. Co. 147

Parma Water Lifter Co. 170

Patterson Sargent Co. 57

Penn Fishing Tackle Mfg. Co. *

Pennsylvania Lawn Mower Div. *

Peters Cartridge Div. 83

Petroleum Solvents Co. 127

Phoenix Manufacturing Co. *

Plastex Company, The 49

Plymouth Cordage Co. 12, 13

Portable Electric Tools, Inc. 81

Porter, Inc., H. K. 134

Porter Corp., J. E. 116

Premax Div., Chisholm Ryder Corp. 142

Q

Quinn Wire & Iron Works 176

R

Red Devil Tools 119, 120

Red Head Brand Co. 59

Red Jacket Mfg. Co. *

Hemington Arms Co. 30

Revere Copper & Brass Inc. *

Reynolds Metals Co. 99

Richards Wilcox Mfg. Co. 8, 9

Rogers Isinglass & Glue Co. *

Roxey Lawnshear Corp. 116

RPM Mfg. Company *

Ruberoid Co. 85

Russell, Burdiss & Ward Bolt and Nut Co. 34

S

Samson Cordage Works 7

Sandvik Saw & Tool Corp. *

Savage Arms Corp. 42

Savage Arms Corp., Lawn Mower Div. *

Schneider Metal Mfg. Co. 150

Schlueter Mfg. Co. 137

Seovil Mfg. Co. 107

Shepard Laboratories *

Sherrin Williams Co. 24, 25

Shock Rite Electric Fence, Inc. *

Shox-Stok, Inc. 180

Slaymaker Lock Co. *

Smith and Co., D. B. 172

South Bend Toy Mfg. Co. 117

Southern Flow Co. 181

Southern Screw Co. 87

Southwestern Plastic Pipe Co. *

Spraying Systems Co. 183

Spryd All, Inc. 174

Stanley Tools *

Stanley Works *

Star Mfg. Co. 180

Strataflo Prod., Inc. 150

Strunk Equipment Co. *

Sunflower Industries, Inc. 171

Sunset Line & Twine Co. 137

Sunshine Chemical Co., John 149

Swan Rubber Company *

Swing A Way Mfg. Co. *

T

Taylor Chain Co., S. G. 125

Tennessee Coal, Iron & R. R. Co. 95

Tennessee Fabricating Co. 144

Tip-Top Products Co. *

Tractor & Implement Division, Ford Motor Co. *

True Temper Corporation 26, 27

Turpentine & Resin Factors, Inc. 166

U

UHU Products Corp. 15

Union Fork & Hoe Co. *

Union Malleable Mfg. Co. 14

United States Steel Corp. 31, 40, 41, 95

United States Steel Corp., Chemicals Div. 31

Upper Mid West Mfg. Co. 149

Upton Brothers, Inc. 112

Utica Drop Forge & Tool Co. 91

V

Victor Saw Works, Inc. *

Vital Products Co. 143

Vulcan Elec. Co. 112

W

Want Ads 148

Warp Bros. 186

Western Chain Co., Third Cover *

Wetmore Pulverizer & Mch'y. Co. 174

Wickwire Bros., Inc. 123

Wickwire Spencer Steel Div. of The Colorado Fuel & Iron Corp. 44, 45

Winchester Repeating Arms Co. (Ammunition) *

Winchester Repeating Arms Co. (Guns) 4, 5

Wire Products Company *

Wisconsin Motor Corp. 177

Wisconsin Mfg. Co. 168

Wood Shovel & Tool Co. 146

Woolter Rubber Co. 36, 37

Wright Steel & Wire Co., G. F. 150

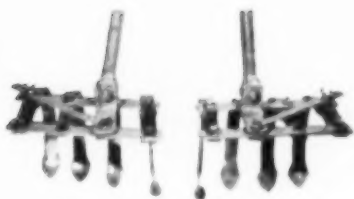
Wyatt Mfg. Co. 181

Y

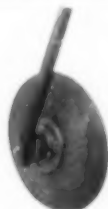
Yale & Towne Mfg. Co. 132, 133

Yardley Plastics Company 165

Yazoo Mfg. Company *



Spring Tooth Attachments



Single Disc Hiller



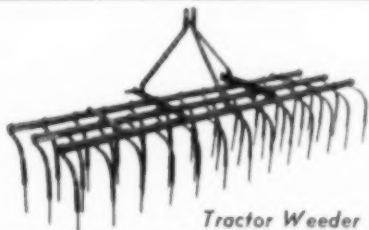
Texas Cultivator Sweeps



Regal Sweeps



2 Hole Tiller Teeth



Tractor Weeder



Clipped 3-Hole Corn Shovels



Lift Type Drag Harrow

53 YEARS OF CONFIDENCE

TRACTOR AND HORSE-DRAWN IMPLEMENTS

As a dealer, you will appreciate the confidence that farmers have in King Harrows and implements.

Keeping abreast of modern farming methods, King offers you the same quality, the same dependability in this outstanding and popular line of tractor drawn implements and tillage tools, a few of which are shown here.



KING PLOW COMPANY-ATLANTA, GA.

Warp's

PLAST-O-MAT*

Plastic Floor Runner

DIFFERENT!

Retail Price
Only 33¢
Lin. Ft.

30 INCHES WIDE

NEW!

PLAST-O-MAT

is a tough, clear,
ribbed plastic matting



Featuring...

- ★ **Transparency** - Color of Carpet & Floor Shows Through.
- ★ **Protection** - From Weather & Wear. Thin Enough So Door Passes Over Carpet Freely.
- ★ **Easy Cleaning** - Wipe With Damp Cloth. Resists Water, Grease, & Acids.
- ★ **Reversible** - Ribbed On Both Sides.
- ★ **Easy Handling** - Flexible. Can Be Cut With Shears.

PLAST-O-MAT HAS MANY USES

Floor Runners—Shelf Liners—Boot Mats
Table Mats—Drainboard Mats—Car Floor Mats



Cat. No.	Length Roll	Width	Weight	Dealer Cost	Retail Price
PM-50	50 Feet	30 In.	12 lbs.	\$11.00 Per Roll	22¢ \$16.50 Per Roll 33¢
PM-100	100 Feet	30 In.	23 lbs.	22.00 Per Roll	Lin. Ft. 33.00 Per Roll Lin. Ft.

Made By

WARP BROS., Chicago 51, Illinois
Makers of FLEX-O-GLASS & Other
World Famous Plastic Window Materials

Carried by

Reliable Hardware Jobbers

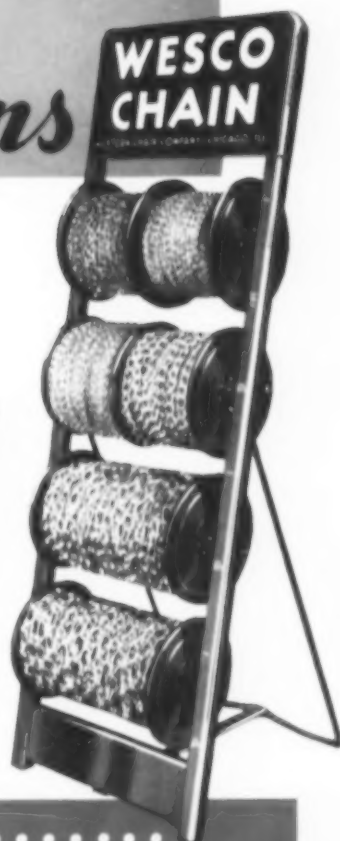
WESCO Chains

Wesco Chain Display Stands hold, display and *sell* more chain. They remind customers of chain, permit them to compare and select, and enable you quickly and easily to measure off accurate lengths and take in the money. Handsome in blue and yellow baked enamel this stock display stands safely and rigidly at any vantage point. It will pay a high return on the small floorspace it occupies.

TYPICAL ASSORTMENTS



All popular hardware types of chain are available on steel reels. Write for Catalog Sheet of suggested assortments. Reels in the "balanced stock" Assortment "A" are: 175 ft. 2 0 Defiance • 125 ft. 3 0 Lock Link • 200 ft. #3 Defiance • 100 ft. #35 Sash • 75 ft. 2 0 Machine, Twist Link • 220 ft. #16 Single Jack • 200 ft. 1/0 Brass Safety Chain.



WESCO Chain Specialties



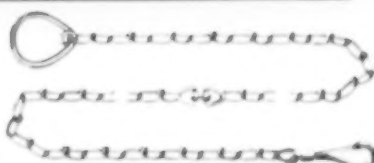
WESCO Handy Chain

Here is an all-purpose chain which does "a hundred" useful jobs and sells for every one of them. Strong—welded 3/16" straight links, with ring on one end and snap buckle on the other. 5 ft. 6 in. long.



WESCO Porch Swing Chains

7 1/2 ft. with 2 1/2 ft. branches. Strong, tangle-free, Defiance-link chain. Packed one set (of 2) in a carton complete with 2 ceiling hooks.



WESCO Tie-Out Chains

Come with "Defiance" type links, in 20 and 30 ft. lengths, with 1, 1 1/2, 2 1/2 or 3 1/2 links. Complete with stake ring, swivel and snap buckle.

WESCO WELDED CHAIN

WESCO Proof Coil Chain and WESCO BBB Coil Chain are unsurpassed in strength, form or finish. Clean, quality merchandise, these types of chains are packaged for convenient storage, display or handling in sturdy, re-usable plywood drums (left) or metal WESCO Pail-Paks (right).



WESTERN CHAIN COMPANY

1807 WEST BELMONT AVENUE • CHICAGO 13, ILLINOIS



"I'M SOLD ON THIS ONE!"

And sales prove that more and more people, everywhere, are sold on the new Hanson Weighmaster Bathroom Scale! And no wonder! The Hanson Weighmaster is really *new* in every way—designed to create instant demand, and built to last! Pin-point accuracy, extra thinness to suit the most modern taste, lower and wider for tip-proof, tilt-proof safety. Magnifying lens with V-pointer eliminates squinting and stooping. Available in nine glistening, appealing colors—pink, green, white, maize, blue, black, dubonnet, chrome, and gold—to harmonize with any decorator's color scheme.

Ask your distributor about Hanson Scales

HANSON SCALE CO., Northbrook, Ill.

Est. 1888

